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KCPX NEWS SURVEY

by

Marcia Bracken

An Honors Thesis submitted in partial fulfillment
of the requirements for graduation from
the Honors Program and for the degree

of

BACHELORS OF ART

in

Political Science

Approved:

UTAH STATE UNIVERSITY
Logan, Utah

1974

The area of public opinion and survey research is one of my chief interests in my chosen major of political science. The purpose of this study is to demonstrate my accumulated knowledge and experience in the field of survey research. After studying and working under Dr. Dan E. Jones, an Associate Professor of Political Science and Director of the Bureau of Government and Opinion Research, for approximately four years, I have been involved in the many phases of survey research on numerous projects including public opinion surveys, political polls, elite interviewing, and election projections.

With the approval of Dr. Sanders, Director of the Honors Program, and under the direction of Dr. Dan E. Jones, I was involved in all steps of the December 1973 KCPX News Survey, including writing the analysis which comprises the remainder of this report. Following is a simplified outline of the steps in this survey project which I helped direct and implement:

1. HYPOTHESIZING--deciding what it is you want to study.
2. DESIGNING--establishing the procedures and methods to use.
3. PLANNING--figuring materials and personnel needed.
4. SAMPLING--choosing which people are to be interviewed.
5. DRAFTING--framing the questions for use in the field.
6. CONSTRUCTING--planning the format of the questionnaire.
7. PRE-TESTING--determining whether the questions elicit the data desired.
8. BRIEFING--showing interviewers how to use the questionnaire.
9. INTERVIEWING--securing data from respondents.
10. CONTROLLING--seeing that the interviewing gets done.
11. VERIFYING--assuring that the collected data are accurate.
12. CODING--preparing the data for analysis.
13. PROCESSING--organizing data mechanically or electronically.
14. ANALYZING--interpreting the data.

The Introduction to the analysis which begins on page 1 gives detailed information on many of the above steps.

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INTRODUCTION

The Bureau of Government and Opinion Research was commissioned by KCPX Channel 4 of Salt Lake City to conduct a survey to measure viewing habits, opinions and attitudes of residents toward television news along the Wasatch Front. Instruments were sampled in the following counties: Utah, Salt Lake, Davis and Weber.

The survey was designed to achieve the following objectives:

1. To identify the frequency with which difference subgroups within the population watch the early and late evening news.
2. To determine which local television station (KUTV Channel 2, KCPX Channel 4, or KSL Channel 5) viewers prefer to observe for the early and late evening news.
3. To determine why viewers prefer to watch a particular channel for the early and late evening news programs; and to define reasons why they don't usually watch the other channels for the early and late news.
4. To ascertain the length of time that viewers have been with their favorite news channel and to determine if and why viewers have decided to switch channels for news viewing.
5. To learn what hour the television viewers are more likely to watch early or late evening news.
6. To measure opinions of the respondents concerning the overall quality of the news programs of the of the three local channels.

7. To obtain ratings of the major news, sports and weather broadcasters on KUTV, KCPX and KSL, and to learn the reasons behind the ratings of the commentators by residents of the Wasatch Front Area.
8. To discover which television channel respondents normally turn to first in the event of some important news story, and the reasons behind their selections; and to find out which channel is the second choice of viewers for an important news story and to detect the reasons for this choice.

Background information for the survey was obtained from members of the KCPX station and Harvey Gersin of ABC, New York.

A four-page questionnaire was carefully constructed and pre-tested by the staff of the Bureau of Government and Opinion Research. The instrument was then approved by Mr. Harvey Gersin and Mr. Art Kent. Four basic kinds of questions were employed to elicit fact, opinions and attitudes, information, and self-perception of respondents. Thirty-five structured items and 25 unstructured items made use of filter, scaling and probing techniques to explore the range and intensity of the personal feelings of television viewers. Six demographic items were designed to provide a representative profile of survey participants throughout the Wasatch Front area.

All of the 515 schedules were taken in the Wasatch area by fourteen experienced pollsters. The pollsters reported that respondent refusals were almost negligible. Both men and women ranging from ages 25 to 50 were employed by the Bureau to survey.

Sample Design Methodology

The design of this sample is that of a simple random sample without replacement from the latest 1973 census data which was provided by the Bureau. Each respondent interviewed was determined by a random selection. Such a process ensures that each member of the population has an equal chance of being selected and ensures that the sample means are unbiased estimates of population means within the tolerated error designated.

A sample surveys are subject to ranges of sample variability, or the chance that statistical results might vary from those which a complete census would produce. Sampling variability depends on the size of the sample. Utilizing a formula developed by Professor Leslie Kish*, Program Director, Survey Research Center, University of Michigan, and widely recognized as one of the leading sample designers in the world, the following variability chart was developed:

$$n^1 = \frac{PQ}{(E)^2} \quad \text{and then } n = \frac{n^1}{1 + \frac{n^1}{N}}$$

n^1 = uncorrected number of responses needed in the sample

PQ = the parameters of the proportions which are being estimated.
P must lie in the interval between Q and 1 and $Q = 1-P$.

E = the amount of variability to be expected from a specific sample size.

n = the corrected number of respondents needed in the sample to ensure the variability desired.

N = the size of the population from which the sample is to be drawn.

* See: Leslie Kish, Survey Sampling (New York: John Wiley and Sons, 1965), pp. 49-50.

Assuming a population of 20,000, the following different sample sizes could have been used, depending upon the amount of variability one is willing to accept.

Tolerated error:	$\pm 2\%$	$\pm 4\%$	$\pm 6\%$	$\pm 7\%$
Sample size:	2222	606	275	202

Given the limited amount of money available for survey research costs, it was decided that 515 interviews would be appropriate (a tolerated error of approximately $\pm 4\%$). Sampling variability in a sample size of 515 respondents, as can be seen by the chart below, tends to vary from 3.5% plus or minus, on question responses of ten or ninety percent, to 4.0%, plus or minus, on question responses of fifty percent.

Sample of 500

Percentages near 10	3.5 percent variability
Percentages near 20	4.0 percent variability
Percentages near 30	4.0 percent variability
Percentages near 40	4.0 percent variability
Percentages near 50	4.0 percent variability
Percentages near 60	4.0 percent variability
Percentages near 70	4.0 percent variability
Percentages near 80	4.0 percent variability
Percentages near 90	3.5 percent variability

These percentages apply only to the total sample--the percentages found within each of the various sub-categories will have a somewhat larger sample variability. In this sample, the confidence level is 95 percent and the tolerated error is roughly plus or minus 3.5% to 4.0%.

All data collected have been tabulated and percentages calculated with the aid of an electric computer. All responses were punched onto data processing cards after each question had been coded. Analysis and

Interpretive findings for this study are listed in the following section.

It should be noted that the total number of respondents in each of the various demographic characteristics is generally too small to be completely representative of the category being measured. At best, the results for each demographic must be interpreted as directional rather than representative. Each demographic category with an N of at least 50 respondents tends to be representative, but with a sampling variability twice to three times as great as for the total sample.

The basic procedure involves a combination of systematic, random and stratified sampling techniques. The sample design employs a strict probability model wherein each unit within the universe will have an equal or known chance of being selected for an interview.* Using a sample size of 515 respondents, there is a greater likelihood that all groups and sub-groups in the population will be included. The scientific random sample gives results within determinable ranges of error with little fluctuation in sample size. However, for descriptions of various sub-populations, the sample must be large enough to include a significant number of each strata in the universe. A sample size of 515 families ensures a tolerated error of $\pm 4\%$ at the 95% confidence level.

Interviewers were given maps of the area to which they were assigned and required to follow specific instructions. The interviewers were not left to their own discretion in determining whom to question--a practice which could easily lead to interviewing a predominance of attractive, middle income dwellings or the dominance of one race, religion, or income level. Every caution must be taken to maintain the element of probability in the sample.

*Excludes those in prisons, hospitals, hotels, motels, tourists, and non-residents of the State of Utah.

The demographic variables are used in relation to the various sub-groups in the sample. This data allows descriptions of each sub-group identified and cross-tabulated.

Information from the survey is analyzed through the use of bi-variant and multi-variant analysis and a melange of descriptive statistics.

Included in these statistics are the Mean, using the formula, $X = \frac{EX}{N}$ as found in questions 14 through 22 on the instrument. The mean was used to provide a measure of the central tendencies of the responses regarding television personalities in the survey.

Another descriptive statistic was used to determine Variance and Standard Deviation as indicated within the computer printout. This valuable statistic indicates the average deviations from the mean, whereas the Variance indicates whether persons have slightly different views toward television news or whether their opinions are totally dichotomous. The formula is:
$$\text{Variance} = S^2 = \frac{\sum_{i=1}^N (X_i - \bar{X})^2}{N-1}$$

In addition to multi-variant analysis there is bi-variant statistics used for analysis, including the Chi-Square test of independence, which is

$$X^2 = \sum_{i=1}^N \frac{(O_i - E_i)^2}{E_i}$$

as an indicator of existing relationships between demographic information and dependent variables.

A semantic differential technique was constructed using an Osgood scale to measure characteristics of opinion.

An additional analytic technique used was the cross-tabulation (crosstabs) of selected variables. This method produces a sequence of two-way tables showing one variable along the vertical dimension and a second variable along the horizontal dimension. The crosstabs display the

number of occasions in which the two variables took each of the possible combination of values. These various statistics were analyzed by a computer using the Statistical Package for the Social Sciences (SPSS) Program.

Table 1

FREQUENCY OF WATCHING EARLY NEWS

	Every Day	3-4 Days	1-2 Days	Less Than 1 Day	Never
<u>Total</u> (N=515)	42.0	16.7	17.9	4.1	19.3
<u>Area</u>					
Salt Lake (N=281)	42.5	18.9	17.5	3.2	17.9
Weber (N=78)	52.6	9.0	15.4	2.6	20.5
Utah (N=102)	43.1	12.7	20.6	2.9	20.6
Davis (N=54)	22.2	24.1	18.5	13.0	22.2
<u>Sex</u>					
Male (N=260)	40.0	17.3	20.4	3.8	18.5
Female (N=255)	44.1	16.1	15.4	4.3	20.1
<u>Age</u>					
Under 35 (N=205)	30.4	23.0	24.0	3.4	19.1
35-49 (N=118)	36.4	18.6	15.3	4.2	25.4
Over 50 (N=188)	58.0	8.5	12.8	4.8	16.0
<u>Occupation</u>					
Housewife (N=150)	51.3	12.7	14.0	6.0	16.0
Prof. & Mgr. (N=93)	22.6	17.2	26.9	4.3	29.0
Blue Collar (N=99)	44.4	19.2	16.2	5.1	15.2
White Collar (N=66)	28.8	25.8	18.2	1.5	25.8
Non-Labor (N=106)	51.4	14.3	17.1	1.9	15.2
<u>Education</u>					
Elementary (N=39)	65.8	10.5	15.8	2.6	5.3
High School (N=203)	48.3	13.3	16.7	2.5	19.2
Tech. or Bus. (N=40)	47.5	7.5	22.5	5.0	17.5
Some College (N=121)	28.1	25.6	21.5	4.1	20.7
College Grad. (N=69)	36.2	15.9	13.0	8.7	26.1
Grad. School (N=39)	28.2	25.6	20.5	5.1	20.5
<u>Residence</u>					
Under 1 year (N=35)	37.1	22.9	20.0	2.9	17.1
1-5 years (N=88)	33.3	27.6	16.1	5.7	17.2
5-20 years (N=179)	41.3	16.2	19.0	2.8	20.7
Over 20 years (N=211)	46.9	11.8	17.5	4.3	19.4
<u>Income</u>					
Under \$5,000 (N=64)	67.2	10.9	9.4	1.6	10.9
\$5,000-\$9,999 (N=142)	40.8	19.7	19.7	1.4	18.3
\$10,000-\$14,999 (N=138)	34.8	15.9	21.0	6.5	21.7
Over \$15,000 (N=122)	35.2	15.6	18.9	4.9	25.4

TABLE 1
FREQUENCY OF WATCHING EARLY NEWS

Most Utah residents watch the early evening news at least three times a week. Survey results indicate that 42.0 percent of the respondents watch the early news daily and an additional 16.7 percent watch the news 3 to 4 days per week.

According to geographical areas, Weber County residents watch the early evening news far more than residents of any other county. Over half (52.6%) of respondents in Weber County say that they watch the early news daily. Davis County residents have the lowest response for daily viewing and similarly have the highest percentage for "never" watching the early evening news.

Ironically, females have the highest responses for watching the early news daily (44.1%), and also for "never" watching the early evening news (20.1%).

A clear trend in the age breakdown reveals that the older age groups watch the early evening news more often than the younger groups. Approximately one-fourth (25.4%) of the middle age respondents report that they "never" watch the early evening news.

Even though the non-labor group (51.4%) and the housewives (51.3%) reply that they watch the early news every day, the white collar workers have the highest response for watching the early news 3 to 4 days per week. The professionals and managers watch the early news least often (29.0% in the "never" category).

A large portion (65.8%) of those who have an elementary education join the early news viewing audience daily. Out of those respondents with a college degree, 26.1 percent admit that they never watch the early evening news.

Though the residency category bears little relevance concerning who watches the early evening news, those who have lived in the area over 20 years watch the early news daily slightly more than those living in the area under 20 years, which substantiates that older respondents watch more often.

Corresponding with the occupation and education categories, a high percentage (67.2%) of the "under \$5,000" income group asserts that they watch the early news daily. The income group that gives the highest responses for never watching the early news are those earning over \$15,000 annually.

Table 2

WHICH CHANNEL FOR EARLY NEWS?

	KUTV Channel 2	KCPX Channel 4	KSL Channel 5	Other
<u>Total</u> (N=515)	26.3	24.6	46.1	2.9
<u>Area</u>				
Salt Lake (N=281)	29.1	23.9	45.2	1.7
Weber (N=78)	33.9	19.4	41.9	4.8
Utah (N=102)	14.8	29.6	50.6	4.9
Davis (N=54)	22.0	26.8	48.8	2.4
<u>Sex</u>				
Male (N=260)	27.0	23.2	46.9	2.8
Female (N=255)	25.6	26.1	45.3	3.0
<u>Age</u>				
Under 35 (N=205)	24.2	29.1	44.8	1.8
35-49 (N=118)	18.4	23.0	55.2	3.4
Over 50 (N=188)	32.9	21.5	41.8	3.8
<u>Occupation</u>				
Housewife (N=150)	27.0	24.6	46.8	1.6
Prof. & Mgr. (N=93)	27.7	18.5	50.8	3.1
Blue Collar (N=99)	23.8	21.4	54.8	0.0
White Collar (N=66)	24.5	28.6	42.9	4.1
Non-Labor (N=106)	27.0	30.3	36.0	6.7
<u>Education</u>				
Elementary (N=39)	22.2	30.6	41.7	5.6
High School (N=203)	23.2	26.8	47.6	2.4
Tech. or Bus. (N=40)	21.2	36.4	42.4	0.0
Some College (N=121)	25.0	19.8	53.1	2.1
College Grad. (N=69)	34.0	18.0	46.0	2.0
Grad. School (N=39)	41.9	19.4	29.0	9.7
<u>Residence</u>				
Under 1 year (N=35)	13.8	17.2	65.5	3.4
1-5 years (N=88)	22.5	25.4	50.7	1.4
5-20 years (N=179)	30.3	26.1	42.3	1.4
Over 20 years (N=211)	26.5	24.7	44.1	4.7
<u>Income</u>				
Under \$5,000 (N=64)	35.1	19.3	40.4	5.3
\$5,000-\$9,999 (N=142)	22.4	29.3	47.4	0.9
\$10,000-\$14,999 (N=138)	24.3	28.0	44.9	2.8
Over \$15,000 (N=122)	29.7	22.0	44.0	4.4

TABLE 2
WHICH CHANNEL FOR EARLY NEWS?

Of the total number of respondents, 46.1 percent say that they watch KSL for the early evening news, with KUTV and KCPX vying for a close second (26.3% and 24.6% respectively). Because KSL Channel 5 is the highest in all demographic categories, the following comparisons will deal primarily with KUTV and KCPX.

An important observation can be drawn from looking at the area breakdown on this table. Salt Lake and Weber County residents watch KUTV more than KCPX, but Utah and Davis County residents prefer to view KCPX more often than KUTV. Utah County residents show slightly higher preference for KCPX (29.6%) than Davis County residents (26.8%).

It is interesting to note that females prefer to watch early news on Channel 4 (26.1%) more than Channel 2 (25.6%).

The two youngest age groups also prefer to watch Channel 4 more than Channel 2. The most favorable toward KCPX are those under 35 years of age, of whom 29.1 percent watch KCPX for early evening news.

The white collar workers and the non-labor force are the most supportive occupational groups of KCPX, preferring to watch early news on Channel 4 more than on Channel 2. The non-labor force has the highest percentage (30.3%) of responses for KCPX, while the professionals and managers watch KCPX less (18.5%) than the other two Salt Lake City channels.

Residents who have attended technical, business, or secretarial school watch KCPX most often (36.4%) among the educational breakdown, followed by

those with an elementary education (30.6%) and those with a high school education (26.8%). Respondents who have graduated from college watch KCPX less (18.0%) than any other group.

No visible trends can be detected among the residence breakdown for channel preference for early evening news. Even though both groups living in the Wasatch Front area under 5 years prefer Channel 4 over Channel 2, the greatest support for KCPX comes from the 5-20 year residence group.

Respondents who earn \$5,000 to \$9,999 annually watch KCPX most often (29.3%), followed by the \$10,000 to \$15,000 group (28.0%). Both of these groups watch Channel 4 news more than they watch Channel 2 news.

Table 3

WHY WATCH EARLY NEWS?

*Response	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st	2nd	1st	2nd	1st	2nd
Don't Know	2.8	33.9	2.9	42.0	4.7	41.5
Habit	12.8	4.6	7.8	3.0	12.0	3.7
Personalities	25.7	15.6	13.7	9.0	28.3	14.9
+Newscaster #1	0.0	0.9	2.0	1.0	2.1	2.7
+Newscaster #2	0.9	0.0	0.0	1.0	0.0	0.0
Weatherman	11.9	11.9	0.0	1.0	4.2	4.3
Sportscaster	0.9	0.0	0.0	1.0	1.6	1.6
Format	10.1	9.2	4.9	7.0	3.7	4.3
Time	1.8	0.0	25.5	3.0	4.7	2.1
Reception	0.0	1.8	2.9	0.0	1.0	2.7
Other TV Programs	6.4	1.8	20.6	5.0	12.0	1.1
Network News	4.6	5.5	2.9	4.0	9.9	2.7
Unbiased	0.9	0.0	2.0	0.0	0.0	0.0
Better Coverage	20.2	5.5	12.7	6.0	8.4	7.4
Change from Late News	0.0	5.5	0.0	15.0	0.0	5.3
Newsreel	0.0	0.0	0.0	0.0	2.1	2.1
Johnnie Carson	0.0	0.9	0.0	0.0	0.0	0.0
Other	0.9	2.8	0.0	2.0	1.6	2.1
Prefer Another Channel	0.0	0.0	0.0	0.0	0.5	0.0

(Continued)

Table 3
Continued

WHY WATCH EARLY NEWS?

Response	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st	2nd	1st	2nd	1st	2nd
Watch Channel Regularly	0.0	0.0	2.0	0.0	2.6	1.6
Biased	0.0	0.0	0.0	0.0	0.5	0.0

*NOTE: Respondents were asked why they watched a particular channel for early news. After giving one response, they were asked if there were any other reasons. Therefore, two responses were recorded for each channel.

+ Newscaster #1	Doug Mitchell	Art Kent	Dick Nourse
+ Newscaster #2	Terry Wood	Allan Moll	--

TABLE 3
WHY WATCH EARLY NEWS?

The questions exploring why respondents choose to watch a particular channel for the early news brings a wide variety of responses. The second probe question was added to several questions such as this one, and was designed to invite the respondent to elaborate on his initial remarks to the "why" question. For this probe question a large number of respondents could not name a reason why they prefer to watch one channel more than another. Many respondents state that mere habit dictates their choice of a channel for the early evening news program.

The first response to the question of "Why do you prefer to watch the early news on Channel ____" tallies the same leading answer for both KSL and KUTV. The "personalities of Channel 2 and Channel 5 are the major reasons why people watch those channels for the early evening news. It is interesting to note the popularity of the weathermen on KSL and KUTV by comparing the percentages on this table.

The initial response of why people watch Channel 4 for the early evening news has approximately four major responses. Heading the list was the "time of day", followed by "like other TV programs before and after the news on KCPX". "Personalities of the newscasters" was the third reason and "better coverage" was fourth.

When asked for a second reason why they watch early news on a particular channel, most respondents said that they didn't know.

In reference to KCPX, many people mentioned that they like to watch late news on another channel so they watch Channel 4 early news for a change.

The following table presents a summary of the most popular reasons for watching early news on each local station.

TABLE 3A

SUMMARY OF TABLE 3 -- WHY WATCH EARLY NEWS?

Ranking Order of Reasons	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st response	2nd response	1st response	2nd response	1st response	2nd response
#1	Personalities 25.7%	Don't Know 33.9%	Time 25.5%	Don't Know 42.0%	Personalities 28.3%	Don't Know 41.5%
#2	Better Coverage 20.2%	Personalities 15.6%	Other TV Programs 20.6%	Change from Late News 15.0%	Habit 12.0% Other TV Programs 12.0%	Personalities 14.9%
#3	Habit 12.8%	Weatherman 11.9%	Personalities 13.7%	Personalities 9.0%	Network News 9.9%	Better Coverage 7.4%
#4	Weatherman 11.9%	Format 9.2%	Better Coverage 12.7%	Format 7.0%	Better Coverage 8.4%	Change from Late News 5.3%

Table 4

WHY NOT WATCH EARLY NEWS?

*Response	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st	2nd	1st	2nd	1st	2nd
Don't Know	52.7	41.0	40.1	43.8	28.6	43.1
Habit	3.4	10.8	5.3	2.7	16.7	2.4
Personalities	4.9	7.2	5.3	6.8	4.8	6.0
+ Newscaster #1	0.0	0.0	0.7	0.0	0.0	1.2
+ Newscaster #2	0.0	0.0	0.7	0.7	0.0	0.0
Weatherman	1.0	1.2	2.0	2.1	0.0	1.2
Sportscaster	0.0	0.0	0.0	0.0	0.0	0.6
Format	2.5	2.4	0.7	2.1	9.5	3.6
Time	4.4	6.0	11.2	12.3	9.5	4.2
Reception	4.9	2.4	3.3	0.0	7.1	4.2
Other TV Programs	3.0	1.2	0.7	2.1	2.4	1.8
Network News	0.0	1.2	0.7	0.7	0.0	0.6
Unbiased	0.0	0.0	0.7	0.0	0.0	0.6
Better Coverage	0.5	0.0	0.0	0.7	0.0	1.8
Change from late news	2.5	2.4	3.3	2.1	0.0	4.2
Other	9.9	6.0	9.9	12.3	9.5	13.2
Prefer Another Channel	8.9	18.1	15.1	11.0	9.5	8.4
Next Best	1.0	0.0	0.7	0.7	0.0	0.6
Editorials	0.0	0.0	0.0	0.0	0.0	0.6
Biased	0.5	0.0	0.0	0.0	2.4	1.8

*NOTE: Respondents were asked why they did not watch a particular channel for early news. After giving one response, they were asked if there were any other reasons. Therefore, two responses were recorded for each channel.

+ Newscaster #1
+ Newscaster #2

Doug Mitchell
Terry Wood

Art Kent
Allan Moll

Dick Nourse
--

TABLE 4

WHY NOT WATCH EARLY NEWS?

Many people are reluctant to name a reason why they do not watch a particular channel for the early evening news. The "don't know" category received a greater number of responses than any other category.

A major reason why people do not watch the early news on KCPX is because of the "time of day". Comparing the percentages for why people do watch the early news on Channel 4 is evidence that more people like the "time of day" than do not. Another response that scored high percentages was "prefer another channel" other than KCPX for the early evening news.

It is interesting to compare the answers in the "personalities" category. It indicates that Channel 5 commentators are more popular than either KUTV or KCPX newscasters, with KUTV personalities rated slightly higher than KCPX personalities.

KUTV and KSL received fairly high percentages in the response that it was just a "habit" to watch another channel.

The following table presents a summary of the most popular reasons for not watching early news on each local station.

TABLE 4A

SUMMARY OF TABLE 4 - WHY NOT WATCH EARLY NEWS?

Ranking Order of Reasons	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st response	2nd response	1st response	2nd response	1st response	2nd response
#1	Don't Know 52.7%	Don't Know 41.0%	Don't Know 40.1%	Don't Know 43.8%	Don't Know 28.6%	Don't Know 43.1%
#2	Other 9.9%	Prefer Another Channel 18.1%	Prefer Another Channel 15.1%	Time 12.3% Other 12.3%	Habit 16.7%	Other 13.2%
#3	Prefer Another Channel 8.9%	Habit 10.8%	Time 11.2%	Prefer Another Channel 11.0%	Format 9.5% Time 9.5% Other 9.5% Prefer Another Channel 9.5%	Prefer Another Channel 8.4%
#4	Personalities 4.9% Reception 4.9%	Personalities 7.2%	Other 9.9%	Personalities 6.8%	Reception 7.1%	Personalities 6.0%

Table 5

LENGTH OF TIME WITH FAVORED CHANNEL

Early News

	KUTV Channel 2	KCPX Channel 4	KSL Channel 5
Less than 6 months	5.6	12.7	7.4
6 months to 1 year	13.0	26.5	12.8
1 to 5 years	50.0	51.0	40.4
More than 5 years	31.5	9.8	39.4

Late News

	KUTV Channel 2	KCPX Channel 4	KSL Channel 5
Less than 6 months	8.0	11.4	4.9
6 months to 1 year	12.3	23.8	10.3
1 to 5 years	50.7	46.7	40.9
More than 5 years	29.0	18.1	43.8

TABLE 5
LENGTH OF TIME WITH FAVORED CHANNEL

Early News:

Two important observations may be concluded from studying the responses under Channel 4 on this table. Only 9.8 percent of the respondents said that they have been watching Channel 4 more than 5 years, compared to KSL with 39.4 percent and KUTV with 31.5 percent. Even though many KCPX viewers have not stayed with Channel 4 for any length of time, it is also apparent from this table that those who have either just moved to the Wasatch Front area or those who have switched channels recently have turned to KCPX for news.

Exactly half (50.0%) of KUTV viewers have been watching Channel 2 for the early news from 1 to 5 years. Another high percentage of them (31.5%) have been watching KUTV more than 5 years. Inasmuch as KUTV has only 5.6 percent of its viewers who have been watching for less than 6 months, it appears that KUTV has the lowest number of newcomers to its listening audience.

Although KSL received the most responses for viewers who have been watching their channel more than 5 years (39.4%), they also have the fewest number of viewers who have been watching them from 6 months to 5 years.

Late News:

Similar observations are noted with the late news on KCPX. Channel 4

attracts a greater number of newcomers to their news program than their competitors. This can be a significant indication that people feel than KCPX news has improved during the past year.

Most of KUTV viewers (50.7%) have been watching for 1 to 5 years, while the largest group of KSL viewers have been with them for more than 5 years (43.8%).

Table 6

MOST CONVENIENT TIME FOR EARLY NEWS

	4:30	5:00	5:30	6:00	6:30	Other
<u>Total</u> (N=515)	3.1	21.4	20.1	26.5	12.5	16.4
<u>Area</u>						
Salt Lake (N=281)	2.5	20.3	23.5	27.4	12.5	13.9
Weber (N=78)	2.6	23.1	16.7	28.2	9.0	20.5
Utah (N=102)	3.0	27.0	13.0	24.0	15.0	18.0
Davis (N=54)	7.4	14.8	20.4	24.1	13.0	20.4
<u>Sex</u>						
Male (N=260)	1.9	18.5	20.8	26.5	13.5	18.8
Female (N=255)	4.3	24.5	19.4	26.5	11.5	13.8
<u>Age</u>						
Under 35 (N=205)	2.9	15.2	26.5	30.4	15.7	9.3
35-49 (N=118)	1.7	26.3	11.9	26.3	8.5	25.4
Over 50 (N=188)	3.7	25.7	18.7	21.9	11.2	18.7
<u>Occupation</u>						
Housewife (N=150)	4.7	25.5	20.8	26.8	8.7	13.4
Prof. & Mgr. (N=93)	3.2	10.8	15.1	26.9	17.2	26.9
Blue Collar (N=99)	1.0	23.2	18.2	30.3	19.2	8.1
White Collar (N=66)	1.5	13.6	24.2	27.3	9.1	24.2
Non-Labor (N=106)	3.8	28.6	22.9	21.9	8.6	14.3
<u>Education</u>						
Elementary (N=39)	2.6	33.3	23.1	30.8	7.7	2.6
High School (N=203)	3.0	24.9	22.4	25.4	10.0	14.4
Tech. or Bus. (N=40)	10.0	22.5	7.5	22.5	22.5	15.0
Some College (N=121)	2.5	13.2	15.7	33.1	16.5	19.0
College Grad. (N=69)	1.4	20.3	20.3	26.1	7.2	24.6
Grad. School (N=39)	2.6	17.9	30.8	12.8	15.4	20.5
<u>Residence</u>						
Under 1 year (N=35)	2.9	8.6	22.9	42.9	14.3	8.6
1-5 years (N=88)	2.3	15.9	20.5	35.2	14.8	11.4
5-20 years (N=179)	2.8	23.0	20.8	21.9	12.4	19.1
Over 20 years (N=211)	3.8	24.8	19.0	23.8	11.0	17.6
<u>Income</u>						
Under \$5,000 (N=64)	3.1	34.4	28.1	15.6	6.3	12.5
\$5,000-\$9,999 (N=142)	3.5	21.1	18.3	29.6	18.3	9.2
\$10,000-\$14,999 (N=138)	2.9	19.7	19.0	28.5	13.1	16.8
Over \$15,000 (N=122)	0.8	18.0	19.7	25.4	9.8	26.2

TABLE 6

MOST CONVENIENT TIME FOR EARLY NEWS

The most popular time for the early evening news is at 6:00 (26.5%), followed by 5:00 with 21.4 percent. The 5:30 time slot for early news received 20.1 percent response.

Utah County residents are the only respondents who prefer to watch the early news at 5:00 rather than 6:00. It is important to note that Utah County tallies the highest number of viewers for KCPX early evening news. All other counties like the early news at 6:00, and the 5:30 time slot is the second choice for Salt Lake and Davis County residents.

Females tie with males in the 6:00 preference of early news with 26.6 percent response. However, the second preference of early news time is 5:00 for women (24.5%) and 5:30 for their male counterparts (20.8%).

The oldest age group prefers to watch the early evening news at 5:00, with 6:00 as their second preference. The middle age group gives 5:00 and 6:00 equal consideration (26.3% each), but the youngest age group names 6:00 first (30.4%) and 5:30 as their second preference (26.5%) for the early evening news.

Of the occupational groups, only the non-labor force prefers the 5:00 time over the 6:00 time, with 5:30 as their second choice. The 5:30 time slot is also the second preference of the professionals and managers and the white collar workers.

It is interesting to note that the lowest and highest educational

categories prefer to watch early news at 5:00 rather than 6:00. Only those who have been to graduate school choose 5:30 as their first preference for early evening news.

Those who have lived in the Wasatch Front area over five years prefer to watch the early news at 5:00 rather than 6:00. Both residency groups living in the area under five years prefer 6:00 first followed by 5:30 for early news time.

Only the lowest income group prefers to watch the early evening news at 5:00, with 5:30 for their second choice. All other income levels prefer to watch the 6:00 news first, with 5:30 as their second preference.

Table 7

FREQUENCY OF WATCHING LATE NEWS

	Every Night	3-4 Nights	1-2 Nights	Less Than 1 Night	Never
<u>Total</u> (N=515)	47.0	24.3	15.9	3.5	9.3
<u>Area</u>					
Salt Lake (N=281)	47.7	22.8	16.7	2.8	10.0
Weber (N=78)	55.1	20.5	16.7	2.6	5.1
Utah (N=102)	43.1	29.4	9.8	4.9	12.7
Davis (N=54)	38.9	27.8	22.2	5.6	5.6
<u>Sex</u>					
Male (N=260)	45.0	29.2	14.2	4.2	7.3
Female (N=255)	49.0	19.2	17.6	2.7	11.4
<u>Age</u>					
Under 35 (N=205)	38.5	30.7	19.0	3.9	7.8
35-49 (N=118)	52.5	18.6	18.6	4.2	5.9
Over 50 (N=188)	53.2	20.7	10.6	2.7	12.8
<u>Occupation</u>					
Housewife (N=150)	62.7	14.7	12.7	2.7	7.3
Prof. & Mgr. (N=93)	40.9	32.3	18.3	5.4	3.2
Blue Collar (N=99)	39.4	29.3	20.2	4.0	7.1
White Collar (N=66)	39.4	34.8	15.2	3.0	7.6
Non-Labor (N=106)	41.5	19.8	15.1	2.8	20.8
<u>Education</u>					
Elementary (N=39)	25.6	30.8	12.8	2.6	28.2
High School (N=203)	53.2	19.2	15.3	3.9	8.4
Tech. or Bus. (N=40)	42.5	25.0	17.5	2.5	12.5
Some College (N=121)	49.6	24.8	17.4	2.5	5.8
College Grad. (N=69)	44.9	31.9	15.9	1.4	5.8
Grad. School (N=39)	33.3	30.8	17.9	10.3	7.7
<u>Residence</u>					
Under 1 year (N=35)	37.1	25.7	25.7	0.0	11.4
1-5 years (N=88)	33.0	29.5	22.7	4.5	10.2
5-20 years (N=179)	47.5	22.9	16.2	2.8	10.6
Over 20 years (N=211)	54.0	22.7	11.4	4.3	7.6
<u>Income</u>					
Under \$5,000 (N=64)	51.6	18.8	6.3	6.3	17.2
\$5,000-\$9,999 (N=142)	41.5	29.6	18.3	0.0	10.6
\$10,000-\$14,999 (N=138)	50.7	22.5	17.4	3.6	5.8
Over \$15,000 (N=122)	46.7	26.2	17.2	4.9	4.9

TABLE 7

FREQUENCY OF WATCHING LATE NEWS

Almost half (47.0%) of the respondents state that they watch the late evening news every night. Another large percentage of residents (24.3%) watch the late evening news 3-4 nights per week.

Weber County residents watch the late news more than the other counties, with 55.1 percent of Weber residents watching every night. It is interesting to note that Weber County also has the highest percentage for watching the early news daily. Davis County residents tally the lowest number of responses for watching the late news every night (38.9%), but a high 12.7 percent of Utah County residents report that they "never" watch the late evening news, the highest response in that category.

The responses for females on this table parallels their answers for early news frequency. They have the highest percentage for watching the late news every night (49.0%) and also have the highest response (11.4%) for "never" watching the late evening news.

More than half of the respondents over 35 years of age watch the late evening news. The over 50 age group has a high response (53.2%) to late news viewing followed closely by the 35-49 age group (52.5%). It is also the oldest age group who has the highest response (12.8%) for "never" watching the late evening news.

A high 62.7 percent of the housewives report that they watch the

late evening news every night. White collar workers have the highest response for watching late news 3-4 times per week (34.8%). Though the non-labor group had the highest percentage of daily evening news viewers, they have the highest percentage (20.8%) for "never" watching the late evening news.

Those with a high school education watch the late evening news more than any other educational group (53.2%), followed by residents with some college (49.6%). Even though the elementary education group has the highest responses for daily early news viewing, they have the lowest response for watching the late evening news nightly (25.6%) and similarly have the highest response for "never" watching the late news.

Residents of over 20 years appear to be more committed to watching the late evening news every night than any other group (54.0%). Those residing along the Wasatch Front for under 1 year have the highest response for "never" watching the late news (11.4%). The residency breakdown on this table discloses a more vivid trend than for the early evening news.

The income level that watches the late news most often are those earning under \$5,000 annually (51.6%), followed closely by the \$10,000 to \$14,999 income group of which half (50.7%) view the late news every night. Interestingly, the group that tallies the highest responses for nightly news viewing also reports the highest percentage of "never" watching the late news (17.2%).

Table 8

WHICH CHANNEL FOR LATE NEWS?

	KUTV Channel 2	KCPX Channel 4	KSL Channel 5	Other
<u>Total</u> (N=515)	29.8	22.7	44.1	3.4
<u>Area</u>				
Salt Lake (N=281)	33.3	25.0	37.7	4.0
Weber (N=78)	36.5	10.8	47.3	5.4
Utah (N=102)	18.9	31.1	50.0	0.0
Davis (N=54)	21.6	13.7	60.8	3.9
<u>Sex</u>				
Male (N=260)	31.7	25.0	38.8	4.6
Female (N=255)	27.8	20.3	49.8	2.2
<u>Age</u>				
Under 35 (N=205)	27.4	30.0	40.5	2.1
35-49 (N=118)	23.4	22.5	52.3	1.8
Over 50 (N=188)	36.2	14.7	42.9	6.1
<u>Occupation</u>				
Housewife (N=150)	31.7	20.1	46.8	1.4
Prof. & Mgr. (N=93)	25.6	23.3	46.7	4.4
Blue Collar (N=99)	31.9	25.3	40.7	2.2
White Collar (N=66)	23.0	29.5	45.9	1.6
Non-Labor (N=106)	32.9	18.8	40.0	8.2
<u>Education</u>				
Elementary (N=39)	35.7	10.7	46.4	7.1
High School (N=203)	25.3	25.8	45.2	3.8
Tech. or Bus. (N=40)	48.6	17.1	34.3	0.0
Some College (N=121)	24.6	26.3	46.5	2.6
College Grad. (N=69)	32.3	15.4	50.8	1.5
Grad. School (N=39)	36.1	25.0	30.6	8.3
<u>Residence</u>				
Under 1 year (N=35)	19.4	35.5	41.9	3.2
1-5 years (N=88)	30.4	26.6	38.0	5.1
5-20 years (N=179)	32.9	21.1	44.1	1.9
Over 20 years (N=211)	28.4	20.6	46.9	4.1
<u>Income</u>				
Under \$5,000 (N=64)	36.5	23.1	30.8	9.6
\$5,000-\$9,999 (N=142)	27.6	25.2	44.9	2.4
\$10,000-\$14,999 (N=138)	31.3	20.6	44.3	3.8
Over \$15,000 (N=122)	27.6	22.4	48.3	1.7

TABLE 8

WHICH CHANNEL FOR LATE NEWS?

Channel 4 does not gather as large of an audience for their late news as they do for their early news. As indicates on Table 9, the time factor is a major reason, but a significant number of viewers watch Channel 4 for late evening news.

KSL is the most popular channel for late evening news with 44.1 percent of the audience followed by KUTV with 29.8 percent and KCPX with 22.7 percent. Because KSL is the most preferred channel for late news in all demographic categories, the following comparisons will deal primarily with KUTV and KCPX.

Again, Utah County residents remain loyal to Channel 4 with 31.1 percent of them watching KCPX for late news compared to 18.9 percent of Utah County residents watching KUTV. Davis County is the most supportive of KSL with 60.8 percent of their residents watching Channel 5 for late news. KUTV popularity peaks in Weber County with 36.5 percent watching Channel 2 for the late news.

KCPX is more popular with the youngest age group, with 30.0 percent of them watching Channel 4 for the late news. Only 14.7 percent of those over 50 years of age watch the late evening news on KCPX. The middle age group prefer KSL (52.3%) while the oldest age group names KUTV as their top choice (36.2%).

The only occupational group that prefers Channel 4 over Channel 2

is the white collar workers. KSL is most preferred by the housewives and professionals while KUTV rates highest with the blue collar workers.

Those with a high school education and some college watch the late evening news on KCPX more than they watch KUTV. College Graduates prefer to watch KSL and those with training from a business, technical, or secretarial school watch KUTV more than the other local stations.

It is interesting that those who have resided in the Wasatch Front area under 1 year have the highest percentage of Channel 4 late news viewing than any other group(35.0%). Table 5 is also supportive of this finding that newcomers are attracted to KCPX. Those living in the area over 20 years prefer to watch KSL (46.9%) and those living in the area from 5-20 years prefer KUTV for late evening news.

Those earning less than \$10,000 annually watch the late evening news on KCPX more than those earning over \$10,000. Those earning between \$5,000 and \$9,999 are most supportive of KCPX (25.2%) while the highest income group prefers KSL for late news (48.3%) and the lowest income group watches KUTV most often (36.5%).

Table 9

WHY WATCH LATE NEWS?

*Response	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st	2nd	1st	2nd	1st	2nd
Don't Know	3.6	38.0	2.8	37.1	4.4	35.0
Habit	12.2	2.9	1.9	0.0	12.1	5.5
Personalities	23.0	8.8	3.8	5.7	26.2	18.0
+ Newscaster #1	0.0	0.0	0.9	0.0	3.9	1.5
+ Newscaster #2	1.4	0.0	1.9	2.9	0.0	0.0
Weatherman	8.6	10.9	0.9	2.9	5.8	1.0
Sportscaster	0.7	0.7	0.0	1.0	4.9	3.5
Format	7.2	6.6	0.9	1.9	6.3	3.5
Time	3.6	3.6	31.1	8.6	9.7	3.5
Reception	1.4	0.7	0.9	0.0	1.5	0.0
Other TV Programs	5.8	0.0	10.4	5.7	3.4	1.5
Network News	0.0	0.7	0.0	0.0	1.5	1.5
Unbiased	0.0	0.7	0.0	0.0	0.5	0.5
Better Coverage	12.9	10.2	11.3	8.6	6.8	9.0
Change from Early News	4.3	8.0	2.8	16.2	3.9	7.0
Newsreel	0.0	0.0	0.0	1.0	3.4	3.0
Mod Squad	0.7	0.0	25.5	3.8	1.0	0.5
Johnnie Carson	7.2	2.9	0.0	0.0	0.0	1.0
Other	2.9	1.5	2.8	2.9	3.4	2.0
Prefer Another Channel	1.4	1.5	0.0	0.0	0.0	0.5
Watch Channel Regularly	2.2	0.0	1.9	1.9	1.0	1.0
Horizon	0.7	2.2	0.0	0.0	0.0	0.0

(Continued)

Table 9
Continued

WHY WATCH LATE NEWS?

*Response	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st	2nd	1st	2nd	1st	2nd
Editorials	0.0	0.0	0.0	0.0	0.0	1.0
Biased	0.0	0.0	0.0	0.0	0.5	0.0

*NOTE: Respondents were asked why they watched a particular channel for late news. After giving one response, they were asked if there were any other reasons. Therefore, two responses were recorded for each channel.

+ Newscaster #1
+ Newscaster #2

Doug Mitchell
Terry Wood

Art Kent
Allan Moll

Dick Nourse
--

TABLE 9

WHY WATCH LATE NEWS?

The first response of why people watch Channel 4 for the late evening news was topped by "time of day" with 31.1 percent followed by "Mod Squad" preference with 25.5 percent. "Better coverage" was the reason for 11.3 percent of the respondents and 10.4 percent said that they like other programs before and after the news on KCPX.

The main reason why respondents mentioned they like to watch Channels 2 and 5 is "personalities" of the newscasters. "Habit" was also a top reason for viewing KUTV and KSL, and Channel 2 also got high acclaim for their "better coverage".

The second probe question brought "don't know" to the top of the scale for all three channels. Next in line for KCPX was "change from early news" with 16.2 percent. KSL received 18.0 percent response for "personalities" and KUTV's top response was "weatherman" with 10.9 percent.

The following table provides a summary of the most popular reasons for watching late news on each local station.

TABLE 9A

SUMMARY OF TABLE 9 -- WHY WATCH LATE NEWS?

Ranking Order of Reasons	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st response	2nd response	1st response	2nd response	1st response	2nd response
#1	Personalities 23.0%	Don't Know 38.0%	Time 31.1%	Don't Know 37.1%	Personalities 26.2%	Don't Know 35.0%
#2	Better Coverage 12.9%	Weatherman 10.9%	Mod Squad 25.5%	Change from Early News 16.2%	Habit 12.1%	Personalities 18.0%
#3	Habit 12.2%	Better Coverage 10.2%	Better Coverage 11.3%	Time 8.6% Better Coverage 8.6%	Time 9.7%	Better Coverage 9.0%
#4	Weatherman 8.6%	Personalities 8.8%	Other TV Programs 10.4%	Personalities 5.7% Other TV Programs 5.7%	Better Coverage 6.8%	Change from Early News 7.0%

Table 10

WHY NOT WATCH LATE NEWS?

*Response	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st	2nd	1st	2nd	1st	2nd
Don't Know	41.0	50.4	23.0	32.9	43.3	41.2
Habit	2.1	5.8	2.5	2.1	1.7	2.7
Personalities	3.1	7.4	2.5	6.3	1.7	2.2
+ Newscaster #1	1.0	0.0	0.5	0.0	0.0	0.5
+ Newscaster #2	0.0	0.0	1.5	0.7	0.0	0.0
Weatherman	2.1	0.0	1.5	0.7	1.7	2.7
Sportscaster	1.5	0.0	1.0	0.7	0.0	2.2
Format	2.6	1.7	0.5	0.7	3.3	1.1
Time	8.2	8.3	47.0	37.1	18.3	8.8
Reception	1.5	0.8	2.0	0.0	0.0	1.6
Other TV Programs	3.6	3.3	0.5	0.0	0.0	0.5
Unbiased	0.0	0.0	0.5	0.0	0.0	0.0
Better Coverage	0.0	0.0	1.0	0.0	0.0	0.5
Change from Early News	4.6	2.5	0.5	0.7	3.3	1.6
Mod Squad	5.1	0.8	1.5	0.0	3.3	6.6
Johnny Carson	0.0	0.0	0.5	0.7	0.0	0.5
Other	8.2	8.3	7.0	9.1	11.7	9.9
Prefer Another Channel	13.3	10.7	6.5	8.4	10.0	12.6
Next Best	1.5	0.0	0.0	0.0	0.0	1.1

(Continued)

Table 10
Continued

WHY NOT WATCH LATE NEWS?

*Response	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st	2nd	1st	2nd	1st	2nd
Editorials	0.5	0.0	0.0	0.0	0.0	1.1
Biased	0.0	0.0	0.0	0.0	1.7	2.2

*NOTE: Respondents were asked why they did not watch a particular channel for late news. After giving one response, they were asked if there were any other reasons. Therefore, two responses were recorded for each channel.

+ Newscaster #1	Doug Mitchell	Art Kent	Dick Nourse
+ Newscaster #2	Terry Wood	Allan Moll	--

TABLE 10

WHY NOT WATCH LATE NEWS?

The prime reason respondents list for why they don't watch Channel 4 late evening news is the time factor (47.0% on the first response, and 37.1% on the second response.) Other responses from viewers were "Don't Know", "Other", and "Prefer Another Channel".

It is interesting to note that a few viewers do not watch Channel 2 for late news because they like to watch Mod Squad and then the late KCPX news.

This study indicates that people do not have a clear reason why they do not watch one particular television channel for late news. Habit and mere preference of another channel play a big role in choice of late news programs.

The following table presents a summary of the top four reasons why viewers do not watch a particular channel for late evening news.

TABLE 10A

SUMMARY OF TABLE 10 -- WHY NOT WATCH LATE NEWS?

Ranking Order of Reasons	KUTV Channel 2		KCPX Channel 4		KSL Channel 5	
	1st response	2nd response	1st response	2nd response	1st response	2nd response
#1	Don't Know 41.0%	Don't Know 50.4%	Time 47.0%	Time 37.1%	Don't Know 43.3%	Don't Know 41.2%
#2	Prefer Another Channel 13.3%	Prefer Another Channel 10.7%	Don't Know 23.0%	Don't Know 32.9%	Time 18.3%	Prefer Another Channel 12.6%
#3	Time 8.2% Other 8.2%	Time 8.3% Other 8.3%	Other 7.0%	Other 9.1%	Other 11.7%	Other 9.9%
#4	Mod Squad 5.1%	Personalities 7.4%	Prefer Another Channel 6.5%	Prefer Another Channel 8.4%	Prefer Another Channel 10.0%	Time 8.8%

Table 11

TIME PREFERENCE FOR LATE NEWS

	9:30	10:00	10:30	11:00	Other
<u>Total</u> (N=515)	8.9	64.3	3.7	14.4	8.7
<u>Area</u>					
Salt Lake (N=281)	10.7	62.6	2.8	14.9	8.9
Weber (N=78)	5.1	79.5	2.6	7.7	5.1
Utah (N=102)	5.9	55.9	5.9	19.6	12.7
Davis (N=54)	11.1	66.7	5.6	11.1	5.6
<u>Sex</u>					
Male (N=260)	5.8	66.5	5.0	14.2	8.5
Female (N=255)	12.2	62.0	2.4	14.5	9.0
<u>Age</u>					
Under 35 (N=205)	6.3	60.5	6.8	20.0	6.3
35-49 (N=118)	10.2	63.6	0.0	16.9	9.3
Over 50 (N=188)	10.6	69.1	2.7	6.4	11.2
<u>Occupation</u>					
Housewife (N=150)	10.0	63.3	1.3	15.3	10.0
Prof. & Mgr. (N=93)	9.7	68.8	2.2	16.1	3.2
Blue Collar (N=99)	13.1	60.6	3.0	16.2	7.1
White Collar (N=66)	4.5	75.8	4.5	12.1	3.0
Non-Labor (N=106)	5.7	57.5	8.5	11.3	17.0
<u>Education</u>					
Elementary (N=39)	15.4	53.8	2.6	5.1	23.1
High School (N=203)	8.9	59.6	4.4	15.8	11.3
Tech. or Bus. (N=40)	15.0	62.5	2.5	7.5	12.5
Some College (N=121)	2.5	70.2	5.8	18.2	3.3
College Grad. (N=69)	13.0	71.0	0.0	13.0	2.9
Grad. School (N=39)	10.3	66.7	2.6	15.4	5.1
<u>Residence</u>					
Under 1 year (N=35)	5.7	54.3	5.7	25.7	8.6
1-5 years (N=88)	11.4	62.5	1.0	17.0	8.0
5-20 years (N=179)	11.2	62.6	5.6	12.8	7.8
Over 20 years (N=211)	6.6	67.8	2.8	12.8	10.0
<u>Income</u>					
Under \$5,000 (N=64)	10.9	53.1	9.4	9.4	17.2
\$5,000-\$9,999 (N=142)	9.2	60.6	2.8	18.3	9.2
\$10,000-\$14,999 (N=138)	10.1	63.8	5.1	12.3	8.7
Over \$15,000 (N=122)	4.1	79.5	1.6	13.1	1.6

TABLE 11

TIME PREFERENCE FOR LATE NEWS

A significant majority (64.3%) of respondents reported that they prefer 10:00 for late news time. Next in line of preference was 11:00 (14.4%) for late evening news.

Utah County again came through with its support for KCPX, giving the 11:00 time slot 19.6 percent response, which was higher than any other county. Salt Lake County has a 14.9 percent response for 11:00 late news. A large majority (79.5%) of Weber County residents prefer to watch the late news at 10:00.

Though more men like the 10:00 news time (66.5% men, 62.0% women), females have a slight edge on preference for the 11:00 news (14.5% women, 14.2% men).

A visible trend is disclosed from studying the age breakdown on Table 11. The older the person, the earlier time he prefers for the late evening news. The oldest age group has the highest response for the 10:00 news choice. The youngest age group also prefers 10:00 but this group also has the highest response (20.0%) for the 11:00 late evening news.

Over three-fourths of the white collar workers (75.8%) would rather watch the news at 10:00. The blue collar workers and the professionals and managers have the highest percentages in the 11:00 column (16.2% and 16.1% respectively).

All three educational groups who have been to college have a high preference score for the 10:00 news. The top three groups supporting the 11:00 news are those with some college (18.2%), those with a high school education (15.8%), and those who have been to graduate school (15.4%).

Long time residents of Utah prefer the 10:00 time slot more than those who have lived in the Wasatch area for less time. The responses under the 11:00 news time also shows that KCPX attracts many newcomers to its viewing audience.

It is interesting to see the gradual increase of responses for the 10:00 news as the income level rises. There are no visible trends for the 11:00 news time, but those earning from \$5,000 to \$9,999 annually support the 11:00 news more than any other income group (18.3%).

Table 13
OVERALL QUALITY OF NEWS PROGRAMS

	KCPX CHANNEL 4				
	Low 1	2	3	4	High 5
<u>Total</u> (N=515)	4.1	8.2	25.2	30.7	16.5
<u>Area</u>					
Salt Lake (N=281)	3.6	8.9	25.6	28.1	16.7
Weber (N=78)	5.1	7.7	26.9	34.6	7.7
Utah (N=102)	2.9	2.9	21.6	39.2	22.5
Davis (N=54)	7.4	14.8	27.8	22.2	16.7
<u>Sex</u>					
Male (N=260)	5.0	9.6	28.5	29.6	14.2
Female (N=255)	3.1	6.7	22.0	31.8	18.8
<u>Age</u>					
Under 35 (N=205)	3.4	12.2	25.9	33.2	16.6
35-49 (N=118)	2.5	7.6	27.1	25.4	20.3
Over 50 (N=188)	5.9	3.7	23.9	31.4	14.4
<u>Occupation</u>					
Housewife (N=150)	4.0	7.3	22.7	29.3	18.7
Prof. & Mgr. (N=93)	4.3	4.3	31.2	26.9	12.9
Blue Collar (N=99)	6.1	11.1	27.3	30.3	16.2
White Collar (N=66)	3.0	9.1	30.3	31.8	16.7
Non-Labor (N=106)	2.8	9.4	18.9	35.8	17.0
<u>Education</u>					
Elementary (N=39)	7.7	0.0	25.6	20.5	23.1
High School (N=203)	4.9	10.3	21.7	32.0	20.2
Tech. or Bus. (N=40)	5.0	0.0	30.0	37.5	15.0
Some College (N=121)	2.5	12.4	27.3	33.9	14.0
College Grad. (N=69)	4.3	7.2	26.1	26.1	10.1
Grad. School (N=39)	0.0	2.6	33.3	25.6	10.3
<u>Residence</u>					
Under 1 year (N=35)	5.7	2.9	25.7	42.9	14.3
1-5 years (N=88)	4.5	8.0	29.5	34.1	13.6
5-20 years (N=179)	3.9	10.6	27.4	25.7	17.9
Over 20 years (N=211)	3.8	7.1	21.8	31.3	17.1
<u>Income</u>					
Under \$5,000 (N=64)	3.1	10.9	21.9	23.4	20.3
\$5,000-\$9,999 (N=142)	2.8	8.5	23.2	37.3	18.3
\$10,000-\$14,999 (N=138)	3.6	6.5	26.8	30.4	15.9
Over \$15,000 (N=122)	6.6	6.6	28.7	27.9	14.8

Table 12
OVERALL QUALITY OF NEWS PROGRAMS

	KUTV CHANNEL 2				
	Low 1	2	3	4	High 5
<u>Total</u> (N=515)	1.7	7.0	23.9	33.2	22.1
<u>Area</u>					
Salt Lake (N=281)	2.1	6.0	24.6	33.1	24.6
Weber (N=78)	1.3	5.1	12.8	41.0	23.1
Utah (N=102)	1.0	7.8	27.5	28.4	19.6
Davis (N=54)	1.9	13.0	29.6	31.5	13.0
<u>Sex</u>					
Male (N=260)	1.5	8.5	23.1	37.7	19.6
Female (N=255)	2.0	5.5	24.7	28.6	24.7
<u>Age</u>					
Under 35 (N=205)	1.5	9.8	29.8	29.8	16.6
35-49 (N=118)	2.5	6.8	21.2	34.7	23.7
Over 50 (N=188)	1.6	4.3	19.1	35.6	27.7
<u>Occupation</u>					
Housewife (N=150)	2.7	6.0	18.0	29.3	28.7
Prof. & Mgr. (N=93)	1.1	8.6	19.4	45.2	11.8
Blue Collar (N=99)	1.0	8.1	26.3	30.3	29.3
White Collar (N=66)	1.5	7.6	36.4	34.8	9.1
Non-Labor (N=106)	1.9	5.7	26.4	29.2	23.6
<u>Education</u>					
Elementary (N=39)	0.0	5.1	17.9	23.1	35.9
High School (N=203)	2.5	4.9	25.1	29.6	26.6
Tech. or Bus. (N=40)	2.5	10.0	32.5	22.5	27.5
Some College (N=121)	0.8	7.4	30.6	33.1	15.7
College Grad. (N=69)	2.9	8.7	14.5	44.9	15.9
Grad. School (N=39)	0.0	12.8	12.8	48.7	10.3
<u>Residence</u>					
Under 1 year (N=35)	0.0	5.7	25.7	37.1	5.7
1-5 years (N=88)	2.3	12.5	27.3	35.2	15.9
5-20 years (N=179)	2.2	7.3	26.3	29.6	25.1
Over 20 years (N=211)	1.4	4.3	20.4	34.6	25.1
<u>Income</u>					
Under \$5,000 (N=64)	1.6	4.7	21.9	18.8	42.2
\$5,000-\$9,999 (N=142)	0.7	7.0	31.0	30.3	19.7
\$10,000-\$14,999 (N=138)	3.6	8.7	21.0	34.8	20.3
Over \$15,000 (N=122)	1.6	6.6	23.8	41.0	16.4

Table 14
OVERALL QUALITY OF NEWS PROGRAMS

	KSL CHANNEL 5				
	Low 1	2	3	4	High 5
<u>Total</u> (N=515)	2.5	4.7	20.4	32.6	34.8
<u>Area</u>					
Salt Lake (N=281)	2.8	5.0	22.1	31.7	31.7
Weber (N=78)	2.6	6.4	17.9	25.6	41.0
Utah (N=102)	1.0	2.9	17.6	39.2	37.3
Davis (N=54)	3.7	3.7	20.4	35.2	37.0
<u>Sex</u>					
Male (N=260)	3.5	3.8	25.8	32.7	29.6
Female (N=255)	1.6	5.5	14.9	32.5	40.0
<u>Age</u>					
Under 35 (N=205)	2.0	5.4	21.5	39.0	30.2
35-49 (N=118)	2.5	4.2	17.8	24.6	46.6
Over 50 (N=188)	3.2	4.3	20.7	30.9	32.4
<u>Occupation</u>					
Housewife (N=150)	3.3	7.3	12.0	32.7	39.3
Prof. & Mgr. (N=93)	1.1	6.5	22.6	33.3	33.3
Blue Collar (N=99)	2.0	3.0	22.2	32.3	36.4
White Collar (N=66)	1.5	3.0	34.8	22.7	33.3
Non-Labor (N=106)	3.8	1.9	19.8	38.7	29.2
<u>Education</u>					
Elementary (N=39)	2.6	2.6	23.1	20.5	46.2
High School (N=203)	3.0	4.4	17.7	32.0	38.9
Tech. or Bus. (N=40)	0.0	5.0	17.5	20.0	47.5
Some College (N=121)	1.7	3.3	24.8	38.8	28.9
College Grad. (N=69)	4.3	7.2	17.4	34.8	30.4
Grad. School (N=39)	2.6	7.7	28.2	38.5	12.8
<u>Residence</u>					
Under 1 year (N=35)	5.7	2.9	11.4	40.0	37.1
1-5 years (N=88)	2.3	4.5	21.6	38.6	29.5
5-20 years (N=179)	3.4	4.5	23.5	27.4	36.9
Over 20 years (N=211)	1.4	5.2	19.0	33.6	34.6
<u>Income</u>					
Under \$5,000 (N=64)	3.1	4.7	12.5	29.7	34.4
\$5,000-\$9,999 (N=142)	1.4	3.5	19.7	32.4	40.8
\$10,000-\$14,999 (N=138)	3.6	7.2	21.0	32.6	31.9
Over \$15,000 (N=122)	2.5	4.1	25.4	35.2	29.5

TABLES 12, 13, and 14

OVERALL QUALITY OF NEWS PROGRAMS

Respondents were asked to rate the overall quality of the news programs of KUTV, KCPX, and KSL using an Osgood scaling technique. Each channel was rated from low to high using a one to five scale as follows:

Low 1 2 3 4 5 High

The direction and intensity of each respondent's feelings were recorded with a mark above one of the five numbers.

The overall quality of the KSL Channel 5 news program was rated the highest with 34.8 percent of the respondents marking "5", the highest rating. KUTV Channel 2 was next with 22.1 percent and KCPX followed with 16.5 percent.

Adding responses in the 3, 4, and 5 ratings shows that approximately three-fourths of the people rate all three local channels average or above average. KSL again takes the number one spot with 87.8 percent of the interviewees rating it high. KUTV and KCPX vie for a close second with 79.2 percent and 72.4 percent, respectively.

	3	4	5	Total
KUTV	23.9	33.2	22.1	79.2
KCPX	25.2	30.7	16.5	72.4
KSL	20.4	32.6	34.8	87.8

Utah County residents are the most favorable toward KCPX in the overall rating than any other county surveyed. Even though the high #5 percentages indicate that Davis and Salt Lake rank KCPX equally, Davis County gives the lowest overall rating to KCPX in the above-average rankings. This can be illustrated by totaling the responses under Numbers 4 and 5, which are the above-average categories.

KCPX Rating	Utah	Weber	Davis	Salt Lake
#4	39.2	34.6	22.2	28.1
#5	<u>22.5</u>	<u>7.7</u>	<u>16.7</u>	<u>16.7</u>
Total	61.7	42.3	38.9	44.8

Using this same procedure to compare ratings of the three channels, all counties except Utah County rank KSL first, KUTV second, and KCPX third.

On the whole, men seem to be more critical of news programs on all channels than women, giving more low rankings and fewer high rankings to the channels than women. Female respondents are more favorable to Channel 5 and Channel 5 in the #4 and #5 ratings, while men rate Channel 2 slightly higher than female respondents. A comparison of the male and female responses in the above-average categories follows:

Channel 2

	<u>Male</u>	<u>Female</u>
#4	37.7	28.6
#5	<u>19.6</u>	<u>24.7</u>
Total	57.3	53.3

Channel 4

	<u>Male</u>	<u>Female</u>
#4	29.6	31.8
#5	14.2	18.8
Total	43.8	50.6

Channel 5

	<u>Male</u>	<u>Female</u>
#4	32.7	32.5
#5	29.6	40.0
Total	62.3	72.5

Considering the overall quality of the news program of KCPX, men assign more low rankings than do the women. Almost one-tenth (9.6%) of the males rate KCPX news #2, and 5.0 percent place a #1 ranking on KCPX, both representing below-average ratings.

Respondents under the age of 35 rate KCPX higher than any other age group. In the above-average (#4 and #5) ranking, the youngest group list KSL on top, KCPX next in line, and KUTV last.

The youngest age group also appears to be more critical of all three channels than their elders. Many of their responses (15.6%) concerning Channel 4 were in the low #1 and #2 categories.

The middle age group rate KSL higher and KCPX lower than any other age group. The older age group seems to be the most passive in giving all three channels scores generally ranging between those given by the other two age groups.

Using the figures in the above-average rankings (#4 and #5), three out of the five occupational groups rate KSL first, KUTV second, and KCPX third. The white collar workers, on the other hand, rank Channel 4 second and Channel 2 third. The non-labor force rate KCPX equal to KUTV.

Adding the below-average rankings (#1 and #2), and the above-average rankings (#4 and #5), an interesting relationship of ratings among the occupational groups can be seen:

	<u>Highest Ranking</u>	<u>Lowest Ranking</u>
Channel 2	Blue Collar	Professional & Managers
Channel 4	Non-Labor	Blue Collar
Channel 5	Housewives	Housewives

The elementary education group gives all three channels the highest ratings in the #5 category. But when adding response in the #4 and #5 columns, the high school and business school respondents give KCPX the highest overall scores; the college graduates support KUTV the most followed closely by the graduate school attendees and those with an elementary education; and KSL is rated the highest in the #4 and #5 high rankings by those with a high school education and those who have been to some college.

Comparing the ratings of the overall quality of the news program of the three local stations, it is interesting that KUTV viewers in the #4 and #5 categories give higher ratings as the residency length increases. KCPX is given the highest overall ratings by the lowest and the highest residency groups. Like KCPX, KSL is also rated highest by the newcomers to the area and those who have lived in the area over 20 years.

Using the same method as above to compare the income group ratings (totaling #4 and #5 responses), Channel 2 is rated highest by the lowest and highest income groups. KCPX is rated highly by the

\$5,000 to \$9,999 group and the \$10,000 to \$14,999 income group.

KSL is the favorite of the \$5,000 to \$9,999 group and those earning over \$15,000 annually.

Table 15

RATING OF NEWSCASTERS
Art Kent

	Favor- ite	Very Good	Good	Just Fair	Poor	Never Watch
<u>Total</u> (N=515)	7.0	22.9	37.5	6.6	2.1	23.9
<u>Area</u>						
Salt Lake (N=281)	7.1	22.4	36.3	7.1	3.6	23.5
Weber (N=78)	2.6	24.4	41.0	3.8	0.0	28.2
Utah (N=102)	8.8	25.5	36.3	3.9	1.0	24.5
Davis (N=54)	9.3	18.5	40.7	13.0	0.0	18.5
<u>Sex</u>						
Male (N=260)	5.8	21.9	38.1	6.9	1.5	25.8
Female (N=255)	8.2	23.9	36.9	6.3	2.7	22.0
<u>Age</u>						
Under 35 (N=205)	8.8	16.1	42.0	7.3	2.4	23.4
35-49 (N=118)	5.1	30.5	31.4	5.9	2.5	24.6
Over 50 (N=188)	6.4	26.1	36.7	6.4	1.6	22.9
<u>Occupation</u>						
Housewife (N=150)	10.7	25.3	38.7	4.7	4.0	16.7
Prof. & Mgr. (N=93)	4.3	23.7	33.3	6.5	3.2	29.0
Blue Collar (N=99)	8.1	22.2	41.4	7.1	1.0	20.2
White Collar (N=66)	9.1	15.2	42.4	4.5	0.0	28.8
Non-Labor (N=106)	1.9	24.5	33.0	10.4	0.9	29.2
<u>Education</u>						
Elementary (N=39)	5.1	17.9	41.0	2.6	0.0	33.3
High School (N=203)	5.4	24.1	37.9	6.9	2.0	23.6
Tech. or Bus. (N=40)	5.0	32.5	45.0	7.5	2.5	7.5
Some College (N=121)	11.6	23.1	33.9	8.3	2.5	20.7
College Grad. (N=69)	7.2	20.3	33.3	8.7	2.9	27.5
Grad. School (N=39)	5.1	15.4	41.0	0.0	2.6	35.9
<u>Residence</u>						
Under 1 year (N=35)	5.7	11.4	34.3	0.0	0.0	48.6
1-5 years (N=88)	9.1	19.3	34.1	5.7	2.3	29.5
5-20 years (N=179)	8.9	23.5	37.4	10.6	3.4	16.2
Over 20 years (N=211)	4.7	26.1	39.8	4.7	1.4	23.2
<u>Income</u>						
Under \$5,000 (N=64)	6.3	18.8	46.9	4.7	1.6	21.9
\$5,000-\$9,999 (N=142)	7.7	27.5	34.5	5.6	2.1	22.5
\$10,000-\$14,999 (N=138)	7.2	22.5	37.0	8.0	1.4	23.9
Over \$15,000 (N=122)	7.4	23.0	37.7	5.7	2.5	23.8

Table 16

REASONS FOR RANKING ART KENT

	Favorite	Very Good	Good	Just Fair	Poor	Never Watch
Don't Know	2.8	9.4	35.1	52.9	0.0	0.0
Pleasant Voice	11.1	19.7	12.6	0.0	0.0	0.0
Hard To Understand	0.0	0.0	1.0	0.0	9.1	0.0
Professional	41.7	29.1	13.1	0.0	0.0	0.0
Personality	11.1	11.1	5.8	11.8	27.3	0.0
Handsome	2.8	1.7	0.0	2.9	0.0	0.0
Humorous	0.0	0.0	1.0	0.0	0.0	0.0
Silly	0.0	0.0	1.0	0.0	9.1	0.0
Generally Good	22.2	15.4	12.6	2.9	0.0	50.0
Nervous or Inexperienced	0.0	0.0	0.0	0.0	0.0	50.0
Generally Bad	0.0	0.9	3.1	26.5	36.4	0.0
Explains Well	5.6	3.4	3.7	0.0	0.0	0.0
Other	0.0	3.4	2.6	2.9	9.1	0.0
Enthusiasm	2.8	0.0	0.5	0.0	0.0	0.0
Young	0.0	0.0	0.0	0.0	0.0	0.0
Accuracy	0.0	6.0	7.9	0.0	9.1	0.0
Actual Number of Responses	36	118	193	34	11	123

TABLES 15 and 16

RANKING OF ART KENT AND REASONS

The majority of respondents rate Art Kent from good to favorite. The demographic groups who list Art Kent as one of their favorites are those with some college, housewives, Davis County residents, and the 1 to 5 year residency group.

Reasons for listing Art Kent as one of their favorite newscasters include: professional (41.7%), generally good (22.2%), personality (11.1%), and pleasant voice (11.1%).

The highest respondents in the very good category are the Technical or Business School attendees (32.5%) and those from 35 to 49 years of age (30.5%).

Again, the biggest reason for listing Art Kent as a very good commentator was his professionalism (29.1%), followed by pleasant voice (19.7%), generally good (15.4%), and personality (11.1%).

Only 11 respondents named Art Kent as a poor newscaster. The reasons mentioned most often are "generally bad" and "personality".

Table 17

RATING OF NEWSCASTERS
Allan Moll

	Favor- ite	Very Good	Good	Just Fair	Poor	Never Watch
<u>Total</u> (N=515)	8.3	16.5	28.7	16.3	6.4	23.7
<u>Area</u>						
Salt Lake (N=281)	10.0	18.1	28.8	17.8	5.3	19.9
Weber (N=78)	2.6	11.5	24.4	12.8	10.3	38.5
Utah (N=102)	6.9	21.6	32.4	11.8	7.8	19.6
Davis (N=54)	11.1	5.6	27.8	22.2	3.7	29.6
<u>Sex</u>						
Male (N=260)	8.1	14.2	27.7	18.5	7.7	23.8
Female (N=255)	8.6	18.8	29.8	14.1	5.1	23.5
<u>Age</u>						
Under 35 (N=205)	9.3	15.1	27.8	20.5	6.3	21.0
35-49 (N=118)	7.6	14.4	31.4	18.6	4.2	23.7
Over 50 (N=188)	8.0	19.1	28.2	10.6	8.0	26.1
<u>Occupation</u>						
Housewife (N=150)	10.7	18.7	32.0	12.7	6.0	20.0
Prof. & Mgr. (N=93)	5.4	16.1	34.4	16.1	6.5	21.5
Blue Collar (N=99)	10.1	16.2	19.2	22.2	7.1	25.3
White Collar (N=66)	7.6	19.7	31.8	19.7	7.6	13.6
Non-Labor (N=106)	6.6	12.3	26.4	14.2	5.7	34.9
<u>Education</u>						
Elementary (N=39)	5.1	7.7	30.8	12.8	7.7	35.9
High School (N=203)	10.8	18.2	25.6	18.2	6.4	20.7
Tech. Or Bus. (N=40)	7.5	17.5	45.0	12.5	10.0	7.5
Some College (N=121)	9.1	19.8	28.9	15.7	5.8	20.7
College Grad. (N=69)	5.8	13.0	26.1	15.9	5.8	33.3
Grad. School (N=39)	2.6	12.8	30.8	17.9	5.1	30.8
<u>Residence</u>						
Under 1 year (N=35)	11.4	14.3	20.0	17.1	2.9	34.3
1-5 years (N=88)	9.1	14.8	31.8	19.3	4.5	20.5
5-20 years (N=179)	8.9	15.1	30.7	16.8	8.4	20.1
Over 20 years (N=211)	7.1	19.0	27.5	14.7	6.2	25.6
<u>Income</u>						
Under \$5,000 (N=64)	7.8	15.6	29.7	12.5	6.3	28.1
\$5,000-\$9,999 (N=142)	6.3	17.6	31.0	17.6	7.0	20.4
\$10,000-\$14,999 (N=138)	12.3	21.0	25.4	13.8	6.5	21.0
Over \$15,000 (N=122)	9.0	11.5	30.3	19.7	7.4	22.1

Table 18

REASONS FOR RANKING ALLAN MOLL

	Favorite	Very Good	Good	Just Fair	Poor	Never Watch
Don't Know	7.0	20.2	36.1	27.4	18.2	0.0
Pleasant Voice	9.3	11.9	12.5	4.8	6.1	20.0
Hard To Understand	0.0	2.4	3.5	3.6	12.1	0.0
Professional	16.3	15.5	9.0	4.8	9.1	0.0
Personality	25.6	9.5	5.6	7.1	12.1	0.0
Handsome	0.0	0.0	0.0	1.2	3.0	0.0
Humorous	4.7	3.6	0.7	0.0	0.0	0.0
Silly	0.0	0.0	0.0	2.4	3.0	0.0
Generally Good	11.6	26.2	16.7	4.8	0.0	20.0
Nervous or Inexperienced	0.0	0.0	0.0	3.6	0.0	0.0
Generally Bad	0.0	0.0	4.2	32.1	27.3	0.0
Explains Well	4.7	4.8	1.4	0.0	3.0	0.0
Other	20.9	1.2	6.3	7.1	6.1	40.0
Enthusiasm	0.0	0.0	0.7	0.0	0.0	0.0
Young	0.0	1.2	0.0	1.2	0.0	0.0
Accuracy	0.0	3.6	3.5	0.0	0.0	20.0
Actual Number of Responses	43	85	148	84	33	122

TABLES 17 and 18

RANKING OF ALLAN MOLL AND REASONS

Allan Moll is a favorite of the \$10,000 to \$14,999 income group (12.3%). Other supportive groups include those living in the Wasatch Front area under 1 year, Davis County residents, high school graduates, and housewives. The reason they list most often for rating Allan Moll very good is his personality. Other reasons include professionalism and generally good.

The percentages of very good responses for Allan Moll range between 11 and 20 percent in most categories. The two groups who said Allan Moll was very good in percentages above 20 were Utah County residents and those earning \$10,000 to \$15,000 per year. The reasons for these responses were generally good (26.2%), don't know (20.2%), professional (15.5%), and pleasant voice (11.9%).

Respondents listed Allan Moll as poor due to the difficulty of understanding his voice (12.1%), poor personality (12.1%), and generally bad (27.3%). Only 33 out of the 515 respondents rated Allan Moll as a poor newscaster. Individual comments about all newscasters including Allan Moll are contained in this report.

Table 19

RATING OF NEWSCASTERS
Dave Blackwell

	Favor- ite	Very Good	Good	Just Fair	Poor	Never Watch
<u>Total</u> (N=515)	3.7	5.2	12.8	5.0	1.6	71.7
<u>Area</u>						
Salt Lake (N=281)	5.3	7.5	13.5	4.3	2.1	67.3
Weber (N=78)	1.3	1.3	6.4	5.1	1.3	84.6
Utah (N=102)	0.0	3.9	16.7	7.8	1.0	70.6
Davis (N=54)	5.6	1.9	11.1	3.7	0.0	77.8
<u>Sex</u>						
Male (N=260)	3.1	5.0	15.0	7.3	2.3	67.3
Female (N=255)	4.3	5.5	10.6	2.7	0.8	76.1
<u>Age</u>						
Under 35 (N=205)	6.8	5.9	12.7	7.3	2.0	65.4
35-49 (N=118)	1.7	5.9	12.7	2.5	0.8	76.3
Over 50 (N=188)	1.6	4.3	13.3	4.3	1.6	75.0
<u>Occupation</u>						
Housewife (N=150)	4.7	6.0	10.0	2.7	1.3	75.3
Prof. & Mgr. (N=93)	1.1	3.2	15.1	3.2	0.0	77.4
Blue Collar (N=99)	4.0	5.1	11.1	8.1	1.0	70.7
White Collar (N=66)	4.5	6.1	15.2	7.6	1.5	65.2
Non-Labor (N=106)	3.8	5.7	15.1	5.7	3.8	66.0
<u>Education</u>						
Elementary (N=39)	5.1	2.6	17.9	0.0	2.6	71.8
High School (N=203)	5.4	7.4	12.8	4.9	2.5	67.0
Tech. or Bus. (N=40)	0.0	2.5	17.5	7.5	0.0	72.5
Some College (N=121)	2.5	5.8	13.2	6.6	1.7	70.2
College Grad. (N=69)	4.3	0.0	8.7	7.2	0.0	79.7
Grad. School (N=39)	0.0	7.7	10.3	0.0	0.0	82.1
<u>Residence</u>						
Under 1 year (N=35)	8.6	5.7	11.4	0.0	0.0	74.3
1-5 years (N=88)	6.8	2.3	9.1	5.7	4.5	71.6
5-20 years (N=179)	3.9	6.7	14.5	7.3	1.1	66.5
Over 20 years (N=211)	1.4	5.2	13.3	3.8	0.9	75.4
<u>Income</u>						
Under \$5,000 (N=64)	1.6	10.9	14.1	0.0	1.6	71.9
\$5,000-\$9,999 (N=142)	5.6	4.9	14.8	5.6	2.1	66.9
\$10,000-\$14,999 (N=138)	4.3	5.1	12.3	4.3	1.4	72.5
Over \$15,000 (N=122)	2.5	4.1	9.8	8.2	0.8	74.6

Table 20

REASONS FOR RANKING DAVE BLACKWELL

	Favorite	Very Good	Good	Just Fair	Poor	Never Watch
Don't Know	15.8	14.8	46.9	26.9	25.0	28.6
Pleasant Voice	10.5	0.0	0.0	0.0	0.0	14.3
Hard to Understand	0.0	0.0	1.6	3.8	12.5	0.0
Professional	21.1	37.0	7.8	3.8	0.0	14.3
Personality	0.0	0.0	1.6	3.8	12.5	0.0
Handsome	5.3	0.0	0.0	0.0	0.0	0.0
Humerous	0.0	0.0	0.0	0.0	0.0	0.0
Silly	0.0	0.0	0.0	0.0	0.0	0.0
Generally Good	26.3	25.9	10.9	0.0	0.0	0.0
Nervous or Inexperienced	0.0	0.0	7.8	0.0	12.5	14.3
Generally Bad	0.0	3.7	7.8	34.6	25.0	14.3
Explains Well	5.3	3.7	6.3	3.8	0.0	0.0
Other	5.3	3.7	6.3	23.1	12.5	14.3
Enthusiasm	5.3	11.1	0.0	0.0	0.0	0.0
Young	0.0	0.0	0.0	0.0	0.0	0.0
Accuracy	5.3	0.0	3.1	0.0	0.0	0.0
Actual Number of Responses	19	27	66	26	8	369

TABLES 19 and 20

RATING OF DAVE BLACKWELL AND REASONS

The majority of respondents (71.7%) report that they never watch Dave Blackwell for sports on KCPX. The new-comers to the Wasatch Front area give the highest response in the "favorite" category for Mr. Blackwell. Those making under \$5,000 annually rate Dave Blackwell more favorable than other income levels, giving him the highest score in the "very good" category. Reasons for listing Dave Blackwell as favorite include generally good (26.3%), professional (21.1%), and pleasant voice (10.5%). Reasons for rating Dave Blackwell as very good include professional (37.0%), generally good (25.9%), and enthusiasm (11.1%).

Only 8 of the 515 respondents said Mr. Blackwell was a poor sports-caster. Their reasons are generally bad, nervous or inexperienced, hard to understand, personality, and other reasons.

Individual comments from respondents concerning Dave Blackwell are contained in this report.

Table 21

RATING OF NEWSCASTERS
Allan Eustis

	Favor- ite	Very Good	Good	Just Fair	Poor	Never Watch
<u>Total</u> (N=515)	0.4	3.1	11.8	9.1	4.7	70.9
<u>Area</u>						
Salt Lake (N=281)	0.4	3.2	9.3	10.7	5.7	70.8
Weber (N=78)	0.0	0.0	5.1	9.0	2.6	83.3
Utah (N=102)	0.0	6.9	26.5	7.8	2.0	56.9
Davis (N=54)	1.9	0.0	7.4	3.7	7.4	79.6
<u>Sex</u>						
Male (N=260)	0.4	2.7	13.5	8.5	5.0	70.0
Female (N=255)	0.4	3.5	10.2	9.8	4.3	71.8
<u>Age</u>						
Under 35 (N=205)	1.0	2.0	10.7	11.2	5.4	69.8
35-49 (N=118)	0.0	2.5	12.7	3.4	5.1	76.3
Over 50 (N=188)	0.0	4.8	12.8	10.6	3.7	68.1
<u>Occupation</u>						
Housewife (N=150)	0.7	3.3	9.3	12.0	4.0	70.7
Prof. & Mgr. (N=93)	0.0	2.2	7.5	8.6	6.5	75.3
Blue Collar (N=99)	1.0	1.0	9.1	8.1	5.1	75.8
White Collar (N=66)	0.0	1.5	18.2	4.5	4.5	71.2
Non-Labor (N=106)	0.0	6.6	17.9	9.4	3.8	62.3
<u>Education</u>						
Elementary (N=39)	0.0	5.1	12.8	12.8	2.6	66.7
High School (N=203)	0.0	3.4	11.8	9.4	5.4	70.0
Tech. or Bus. (N=40)	0.0	2.5	10.0	5.0	7.5	75.0
Some College (N=121)	0.0	2.5	10.7	9.9	5.8	71.1
College Grad. (N=69)	2.9	2.9	15.9	4.3	0.0	73.9
Grad. School (N=39)	0.0	2.6	10.3	15.4	5.1	66.7
<u>Residence</u>						
Under 1 year (N=35)	0.0	2.9	8.6	11.4	2.9	74.3
1-5 years (N=88)	1.1	4.5	13.6	6.8	8.0	65.9
5-20 years (N=179)	0.0	1.1	12.8	7.8	5.0	73.2
Over 20 years (N=211)	0.5	4.3	10.9	10.9	3.3	70.1
<u>Income</u>						
Under \$5,000 (N=64)	0.0	7.8	10.9	7.8	3.1	70.3
\$5,000-\$9,999 (N=142)	0.0	2.8	11.3	14.1	2.8	69.0
\$10,000-\$14,999 (N=138)	0.7	0.7	12.3	7.2	7.2	71.7
Over \$15,000 (N=122)	0.8	4.1	13.9	5.7	3.3	72.1

Table 22

REASONS FOR RANKING ALLAN EUSTIS

	Favorite	Very Good	Good	Just Fair	Poor	Never Watch
Don't Know	50.0	31.3	34.4	27.7	0.0	25.0
Pleasant Voice	0.0	0.0	0.0	0.0	0.0	0.0
Hard to Understand	0.0	0.0	1.6	4.3	0.0	0.0
Professional	50.0	12.5	4.9	4.3	0.0	0.0
Personality	0.0	18.8	3.3	0.0	4.2	0.0
Handsome	0.0	0.0	1.6	0.0	0.0	0.0
Humerous	0.0	0.0	0.0	0.0	0.0	0.0
Silly	0.0	0.0	0.0	6.4	20.8	0.0
Generally Good	0.0	18.8	18.0	0.0	0.0	25.0
Nervous or Inexperienced	0.0	12.5	21.3	34.0	29.2	12.5
Generally Bad	0.0	0.0	1.6	10.6	37.5	0.0
Explains Well	0.0	6.3	1.6	0.0	0.0	0.0
Other	0.0	0.0	3.3	12.8	8.3	37.5
Enthusiasm	0.0	0.0	0.0	0.0	0.0	0.0
Young	0.0	0.0	6.6	0.0	0.0	0.0
Accuracy	0.0	0.0	1.6	0.0	0.0	0.0
Actual Number of Responses	2	16	61	47	24	365

TABLES 21 and 22

RATING OF ALLAN EUSTIS AND REASONS

Most respondents (70.9%) say that they never watch Allan Eustis. It is extremely difficult to give an analysis of the performance of Allan Eustis at this time. It is clear that most respondents have not had an opportunity to observe the performance of Mr. Eustis. However, of those who watch Channel 4's new weatherman, many said that he is nervous or inexperienced, generally bad, acts silly, and has a nervous laugh. Individual comments about Allan Eustis are included in the back of this report.

Table 23

IMPORTANT NEWS STORY
First Preference

	KUTV Channel 2	KCPX Channel 4	KSL Channel 5
Don't Know	2.3	1.0	8.7
Habit	22.7	8.9	18.2
Personalities	8.3	3.0	4.1
+ Newscaster #1	0.8	2.0	2.5
Format	5.3	5.9	3.3
Time	2.3	1.0	0.8
Reception	3.8	7.9	5.8
Other TV Programs	1.5	5.9	1.7
Network News	7.6	6.9	9.5
Unbiased	2.3	5.9	1.2
Better Coverage	27.3	29.7	24.0
Larger Staff	0.0	0.0	0.8
Other	1.5	5.9	4.5
Prefer Another Channel	0.8	0.0	0.4
Next Best	0.8	0.0	0.0
Watch Channel Regularly	12.9	14.9	13.2
Biased	0.0	0.0	0.8
Next on Dial	0.0	0.0	0.4

+ Newscaster #1	Doug Mitchell	Art Kent	Dick Nourse
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Additional Information:

Total Percentages	25.9	19.8	47.5
Actual Number	132	101	242

Table 24

IMPORTANT NEWS STORY
Second Preference

	KUTV Channel 2	KCPX Channel 4	KSL Channel 5
Don't Know	20.0	15.1	18.7
Habit	4.0	3.8	3.7
Personalities	11.3	3.8	8.2
+ Newscaster #1	2.7	0.0	0.0
+ Newscaster #2	0.0	3.1	0.0
Format	0.0	2.5	0.7
Time	4.0	1.9	4.5
Reception	5.3	5.0	6.7
Other TV Programs	0.7	1.9	2.2
Network News	3.3	3.8	5.2
Unbiased	0.7	0.6	0.0
Better Coverage	12.0	10.1	12.7
Larger Staff	0.7	0.0	1.5
Other	2.0	6.9	3.7
Prefer Another Channel	2.7	1.3	0.7
Next Best	24.7	29.6	26.1
Watch Channel Regularly	4.7	0.0	2.2
Editorials	0.0	0.0	0.7
Biased	1.3	0.0	0.0
Next on Dial	0.0	10.7	2.2
+ Newscaster #1	Doug Mitchell	Art Kent	Dick Nourse
+ Newscaster #2	Terry Wood	Allan Moll	--
Additional Information:			
Total Percentages	30.5	32.3	27.2
Actual Number	150	159	134

TABLES 23 and 24
IMPORTANT NEWS STORY

Table 23 lists the first preference for an important news story. Table 24 lists the second preference, or the channel respondents would turn to if they were unable to get their first preference.

KSL received 47.5 percent of the responses for first preference, KUTV received 25.9 percent, and KCPX 19.8 percent. The main reason for turning to Channel 5 for an important news story is "better coverage" with "habit" listed as second.

It is significant that KCPX is listed first (32.3%) as the channel viewers would turn to for an important news story if they were not able to get their first preference. The reason they put Channel 4 first is that KCPX is "next best" (29.6%). Other reasons are that it is next to Channel 5 on the television dial, and that it has better coverage.

Table 25

VIEWERS RATE THE OVERALL QUALITY OF THE CHANNEL THEY WATCH

Early News

	Low 1	2	3	4	High 5
KUTV Channel 2	0.0	1.9	6.5	39.8	51.9
KCPX Channel 4	0.0	3.1	13.3	38.8	44.9
KSL Channel 5	0.5	2.7	7.5	34.8	54.5

Late News

	Low 1	2	3	4	High 5
KUTV Channel 2	0.7	3.6	9.4	37.7	48.6
KCPX Channel 4	1.0	1.9	18.3	44.2	34.6
KSL Channel 5	0.5	1.0	7.9	33.2	57.4

This table represents a crosstabulation of questions asking viewers which channel they watch for early and late news by the ranking of overall quality of the news program. Therefore, KCPX viewers are shown ranking Channel 4 only, and so on.

TABLE 25

VIEWERS RATE THE OVERALL QUALITY OF THE CHANNEL THEY WATCH

As explained on the table, these figures represent a crosstabulation of questions asking viewers which channel they watch for early and late news by the ranking of overall quality of the news program. Therefore, KCPX viewers are shown ranking Channel 4 only, and so on.

Those who watch KSL for early evening news give Channel 5 a higher rating than the viewers of Channel 2 and Channel 4 give the channel they watch. Almost all of Channel 5's viewers give KCPX an outstanding rating, though, for both the early and late news programs.

Table 26

CHANNEL 4 VIEWERS RATE PERSONALITIES

Early News

	Art Kent	Allan Moll	Dave Blackwell	Allan Eustis
Favorite	10.8	9.8	6.9	0.0
Very Good	37.3	24.5	7.8	8.8
Good	25.5	40.2	15.7	17.6
Just Fair	5.9	10.8	3.9	18.6
Poor	1.0	2.9	2.9	5.9
Never Watch	19.6	11.8	62.7	49.0

Late News

	Art Kent	Allan Moll	Dave Blackwell	Allan Eustis
Favorite	13.2	22.6	7.5	0.9
Very Good	27.4	28.3	6.6	7.5
Good	33.0	24.5	28.3	16.0
Just Fair	6.6	14.2	6.6	17.9
Poor	1.9	1.9	0.9	7.5
Never Watch	17.9	8.5	50.0	50.0

This table represents the rankings given to Channel 4 personalities by regular viewers of KCPX. These rankings are comparatively higher than those given by respondents who watch other channels for the news.

CONCLUSION

OBJECTIVES:

1. TO IDENTIFY THE FREQUENCY WITH WHICH DIFFERENT SUBGROUPS WITHIN THE POPULATION WATCH THE EARLY AND LATE EVENING NEWS.

A high percentage (42.0%) of the respondents said that they watch the early news broadcasts everyday. Almost half of the respondents (47.0%) said that they watch the late evening news every night.

There is a trend that those respondents with a professional or white collar occupation, (associated with more education and higher income), watch the evening news less than those respondents of the more professional and blue collar occupations.

Among those that indicated they watch the evening news there were no visible trends among the demographic groups with the exception of the professional occupations. Respondents among this group watched the late news slightly more often than the other occupational groups.

2. TO DETERMINE WHICH LOCAL TELEVISION STATION (KUTV, KCPX, OR KSL) VIEWERS PREFER TO OBSERVE IN REGARDS TO EARLY AND LATE EVENING NEWS.

Of the total number of respondents, 46.1 percent said they watch KSL for the early evening news, with KUTV and KCPX vying for second with a close 26.3 percent and 24.6 percent respectively.

The demographic groups that prefer to watch the early news on KCPX more than on KUTV are: Residents of Utah and Davis Counties,

females, members of the two youngest age groups, white collar workers and the non-labor force. The list also includes members of the first three educational groups, residents of the Wasatch Front area for less than five years, and those falling into the income bracket of \$5,000 to \$15,000 annually.

Channel 4 does not gather as large of an audience for their late news program as they do for the early news.

It is interesting to compare the demographic groups that prefer to watch the late news on KCPX with those that were listed for KUTV in the above paragraph. For KCPX they are: Utah County residents, those under 35 years of age, and white collar workers. Others in the listing include those with some college or a high school education, respondents residing in the Wasatch Front for under one year, and the first two income groups.

3. TO DETERMINE WHY VIEWERS PREFER TO WATCH A PARTICULAR CHANNEL FOR THE EARLY AND LATE EVENING NEWS PROGRAMS, AND TO DEFINE REASONS WHY THEY DO NOT USUALLY WATCH THE OTHER CHANNELS FOR THE EARLY AND LATE NEWS.

The majority of respondents could not name a reason why they watch one channel over another. Many respondents stated that they are merely in the habit of watching one channel more than another.

The major reason named for watching Channel 2 and Channel 5 was "personalities" of the commentators. Respondents named "time of day" most often for the reason they watch KCPX, followed by "like other TV programs before and after the news on Channel 4", the "personalities" and "better coverage".

"Time of day" was again the top reason why viewers watch KCPX for late evening news. "Mod Squad", "better coverage", and "change from early news" were other reasons for watching the KCPX late news.

"Personalities" was also the most popular reason given for watching the late news on Channel 2 and Channel 5.

Many people are reluctant to give a reason why they do not watch any certain channel for the early evening news. The "don't know" category received the highest percentages for all three local channels. "Time of day" was the top reason for not watching Channel 4, for both early and late news.

4. TO ASCERTAIN THE LENGTH OF TIME THAT VIEWERS HAVE BEEN WITH THEIR FAVORITE NEWS CHANNEL AND TO DETERMINE IF AND WHY VIEWERS HAVE DECIDED TO SWITCH CHANNELS FOR NEWS VIEWING.

Although more viewers have stayed with KSL and KUTV longer than KCPX viewers, figures show that KCPX attracts a greater number of newcomers to their news program than their competitors. This was true for both the early and late news. This can be a significant indication that people feel that the KCPX news has improved during the past year.

5. TO LEARN WHAT HOUR THE TELEVISION VIEWERS ARE MORE LIKELY TO WATCH EARLY OR LATE EVENING NEWS.

Most respondents said that they prefer the evening news at 6:00 (26.5%), followed by 5:00 with 21.4 percent and the 5:30 time slot for early news received 20.1 percent response.

For the late evening news a majority of the people interviewed responded that they preferred 10:00 (64.3%). Almost 15 percent

responded that they prefer 11:00 for the late evening news.

6. TO MEASURE OPINIONS OF THE RESPONDENTS CONCERNING THE OVERALL QUALITY OF THE NEWS PROGRAMS OF THE THREE LOCAL CHANNELS.

The overall quality of the KSL Channel 5 news program was rated the highest with 34.8 percent of the respondents marking "5", the highest rating. KUTV Channel 2 was next with 22.1 percent and KCPX followed with 16.5 percent.

Adding responses in the 3, 4, and 5 rating shows that approximately three-fourths of the people rate all three local channels average or above average.

Respondents that were most favorable to KCPX are: Utah County residents, those under 35 years of age, white collar workers, respondents falling into the high school and business catagories. Those living in the Wasatch Front area under one year, and those earning from \$5,000 to \$9,999 annually also were most favorable to KCPX.

7. TO OBTAIN RATINGS OF THE MAJOR NEWS, SPORTS, AND WEATHER BROADCASTERS ON KUTV, KCPX, AND KSL, AND TO LEARN THE REASONS BEHIND THE RATINGS OF THE COMMENTATORS BY RESIDENTS OF THE WASATCH FRONT AREA.

Ranking the news personalities on the basis of a mean score, Dick Nourse of KSL was first, Terry Wood of KUTV was second, and Art Kent was third. Allen Moll was ranked in fifth place.

Art Kent's "professionalism" was listed as the number one reason why viewers liked to watch him. Respondents listed "generally good" as the top reason for watching Allen Moll.

A mean ranking of sports personalities puts Paul James of KSL in

first place, Bill Marcroft of KUTV second, and Dave Blackwell of KCPX third.

Mark Eubank of KUTV ranks tops among weather personalities with Bob Welti of KSL second, Allan Eustis of KCPX was last. Viewers were hesitant to rate Allan Eustis because he was new and many of the respondents had not yet watched his delivery of the weather.

Channel 5 and Channel 2 commentaries are popular due to their personalities, professionalism, and pleasant voices.

8. TO DISCOVER WHICH TELEVISION CHANNEL RESPONDENTS NORMALLY TURN TO FIRST IN THE EVENT OF SOME IMPORTANT NEWS STORY, AND THE REASONS BEHIND THEIR SELECTIONS, AND TO FIND OUT WHICH CHANNEL IS THE SECOND CHOICE OF VIEWERS FOR AN IMPORTANT NEWS STORY AND TO DETECT THE REASONS FOR THIS CHOICE.

Almost half of the respondents said that they turn to KSL first in the event of an important news story. They named "better coverage" first and "habit" as their second reason. KUTV was the second and KCPX the third choice.

It is significant that KCPX is listed as the channel viewers would turn to for an important news story if they were not able to get their first preference. The major reason they named was "next best". Other reasons are that it is next to Channel 5 on the television dial, and that it has better coverage.

COMMENT FROM DR. DAN E. JONES:

"My personal opinion is that the format, etc, is very adequate but that the personalities need experience and more professionalism."



Questionnaire Number _____

Pollster's Initials _____

Area: Salt Lake	54.6% (281)	-1
Weber	15.1% (78)	-2
Utah	19.8% (102)	-3
Davis	10.5% (54)	-4

Hello, I'm from the Bureau of Government and Opinion Research. We're conducting public opinion survey of persons in this area to determine the opinions and attitudes of TV news viewers. I would like to ask you a few questions.

First of all, do you, or does anyone in your family usually watch news on television during the week?

Yes	100% (515)	-1
No (terminate interview)	-0-	-2

(IF NOT THE RESPONDENT) May I please speak to a member of your family that usually watches news?
(Confirm with other family member that he/she DOES watch. If NO, terminate interview)

How many days a week do you watch the early evening local news on television, that is from 5:00 to 6:30 PM on Monday through Friday?

Every day	42.0% (216)	-1
3-4 days	16.7% (86)	-2
1-2 days	17.9% (92)	-3
Less than 1 day	4.1% (21)	-4
Never	(SKIP TO QUESTION 7)	-5

On which channel do you watch early evening local news most often?

	19.3% (99)	
Channel 2 KUTV	26.3% (109)	-1
Channel 4 KCPX	24.6% (102)	-2
Channel 5 KSL	46.1% (191)	-3
Other	2.9% (12)	-4

(ONE ANSWER ONLY)

Why do you prefer to watch early evening local news on that channel?

(Probe) Are there any other reasons? _____

Are there any reasons why you don't usually watch (name channels not mentioned)?

....Channel _____

....Channel _____

How long has Channel _____ (named in Question 3) been your favorite for early evening news?

Less than 6 months _____ -1
6 months to 1 year _____ -2
1 to 5 years (SKIP TO #7) _____ -3
More than 5 years (SKIP TO #7) _____ -4

(IF LESS THAN 1 YEAR)

Which channel did you watch most often for news before that?

Channel 2 KUTV _____ -1
Channel 4 KCPX _____ -2
Channel 5 KSL _____ -3
Other _____ -4

Why did you decide to switch? _____

When would be the most convenient time for you to watch the early evening local news?

4:30 PM _____ 3.1% (16) -1
5:00 PM _____ 21.4% (110) -2
5:30 PM _____ 20.1% (103) -3
6:00 PM _____ 26.5% (136) -4
6:30 PM _____ 12.5% (64) -5
Other _____ 16.4% (84) -6

How many times a week do you watch the late evening news on television, that is from 10:00 to 11:30 PM, Monday through Friday?

Every night _____ 47.0% (242) -1
3-4 nights _____ 24.3% (125) -2
1-2 nights _____ 15.9% (82) -3
Less than 1 night _____ 3.5% (18) -4
Never (SKIP TO QUESTION 13) _____ -5
9.3% (48) 2

On which channel do you watch late evening news most often?

Channel 2 KUTV _____ 29.8% (139) -1
Channel 4 KCPX _____ 22.7% (106) -2
Channel 5 KSL _____ 44.1% (206) -3
Other _____ 3.4% (16) -4

(ONE ANSWER ONLY)

Why do you prefer to watch late evening news on that channel? _____

(Probe) Are there any other reasons? _____

Are there any reasons why you don't usually watch (name channels not mentioned)?

....Channel _____

....Channel _____

How long has Channel _____ (named in Question 9) been your favorite for late evening news?

Less than 6 months _____ -1
6 months to 1 year _____ -2
1 to 5 years (SKIP TO #14) _____ -3
More than 5 years (SKIP TO #14) _____ -4

3. At what time do you prefer to watch late evening news?

9:30 PM	8.9% (46)	-1
10:00 PM	64.3% (331)	-2
10:30 PM	3.7% (19)	-3
11:00 PM	14.4% (74)	-4
Other	8.7% (45)	-5

4. On a one to five scale, with one as low and five as high, how would you rate the overall quality of the news programs of KUTV-Channel 2, KCPX-Channel 4, and KSL-Channel 5?

*KUTV-Channel 2							<u>MEAN</u>
Low	1.7	7.0	23.9	33.2	22.1	High	3.76
	1	2	3	4	5		(#2)
No.	9	36	123	171	114		

*KCPX-Channel 4							
Low	4.1	8.2	25.2	30.7	16.5	High	3.56
	1	2	3	4	5		(#3)
No.	21	42	130	158	85		

*KSL-Channel 5							
Low	2.5	4.7	20.4	32.6	34.8	High	3.97
	1	2	3	4	5		(#1)
No.	13	24	105	168	179		

*NEVER WATCH

Channel 2 KUTV	12.0% (62)
Channel 4 KCPX	15.3% (79)
Channel 5 KSL	5.0% (26)

5. I would like your opinion of some newscasters. Using this list of local personalities, please rate each one as ONE OF YOUR FAVORITES, VERY GOOD, GOOD, JUST FAIR or POOR. Please tell me the reason for your choice, too.

NEWS PERSONALITIES	Fav- orite	Very Good	Good	Just Fair	Poor	Never Watch	WHY	
	1	2	3	4	5	6	<u>MEAN</u>	<u>RANK</u>
Art Kent	7.0% (36)	22.9% (118)	37.5% (193)	6.6% (34)	2.1% (11)	23.9% (123)	2.66	3
Dick Nourse	27.2% (140)	28.3% (146)	28.2% (145)	7.0% (36)	0.8% (4)	8.5% (44)	2.19	1
Doug Mitchell	11.5% (59)	20.4% (105)	33.0% (170)	12.0% (62)	2.7% (14)	20.4% (105)	2.68	4
Allan Moll	8.3% (43)	16.5% (85)	28.7% (148)	16.3% (84)	6.4% (33)	23.7% (122)	2.95	5
Tom Wilson	0.2% (1)	0.6% (3)	3.5% (18)	1.9% (10)	-0- (0)	93.8% (483)	3.16	6
Terry Wood	9.5% (49)	25.2% (130)	33.8% (174)	6.0% (31)	1.0% (5)	24.5% (126)	2.52	2

SPORTS
PERSONALITIES

Dave Blackwell	3.7% (19)	5.2% (27)	12.8% (66)	5.0% (26)	1.6% (8)	71.7% (369)	2.84	3
Paul James	21.7% (112)	22.1% (114)	22.1% (114)	7.4% (38)	3.7% (19)	22.9% (118)	2.34	1
Bill Marcroft	10.9% (56)	22.7% (117)	28.3% (146)	4.5% (23)	1.2% (6)	32.4% (167)	2.44	2
Tom Rogers	0.4% (2)	0.2% (1)	1.9% (10)	0.6% (3)	-0- (0)	96.9% (499)	2.88	4

WEATHER
PERSONALITIES

Bob Boyd	0.2% (1)	0.4% (2)	2.3% (12)	1.2% (6)	0.2% (1)	95.7% (493)	3.18	3
Mark Eubank	27.6% (142)	26.8% (138)	20.2% (104)	7.8% (40)	2.9% (15)	14.8% (76)	2.20	1
Allan Eustis	0.4% (2)	3.1% (16)	11.8% (61)	9.1% (47)	4.7% (24)	70.9% (365)	3.50	4
Bob Welti	30.1% (155)	21.9% (113)	25.0% (129)	8.3% (43)	6.4% (33)	8.2% (42)	2.34	2

In the event of some important news story, which television channel would you normally turn to first?

Channel 2 KUTV	25.9% (132)	-1
Channel 4 KCPX	19.8% (101)	-2
Channel 5 KSL	47.5% (242)	-3
Other	6.9% (35)	-4

Why is that? _____

What would you turn to next if, for some reason, you were not able to watch the news report on Channel _____ (channel mentioned earlier in Question 16)?

Channel 2 KUTV	30.5% (150)	-1
Channel 4 KCPX	32.3% (159)	-2
Channel 5 KSL	27.2% (134)	-3
Other	10.0% (49)	-4

Why is that? _____

Sex:

Male	50.5% (260)	-1
Female	49.5% (255)	-2

Age:

Under 35	39.8% (205)	-1
35-49	22.9% (118)	-2
50 and over	36.5% (188)	-3
Refuse to answer	0.8% (4)	-4

Occupation:

Housewife	29.1% (150)	-1
Professional & Managerial	18.1%	-2 (93)
Blue Collar	19.2% (99)	-3
White Collar	12.8% (66)	-4
Non-labor force	20.6% (106)	-5
Refuse to answer	0.2% (1)	-6

What was the last grade of school that you completed?

Elementary	7.6% (39)	-1
High School	39.4% (203)	-2
Secretarial, Technical, or Business School	7.8% (40)	-3
Some College	23.5% (121)	-4
College Graduate	13.4% (69)	-5
Graduate School	7.6% (39)	-6
Refuse to answer	0.8% (4)	-7

How long have you lived in this immediate area?

Under 1 year	6.8% (35)	-1
1-5 years	17.1% (88)	-2
5-20 years	34.8% (179)	-3
Over 20 years	41.0% (211)	-4
Refuse to answer	0.4% (2)	-5

What is your annual family income?

Less than \$5,000	12.4% (64)	-1
\$5,000 to \$9,999	27.6% (142)	-2
\$10,000 to \$14,999	26.8% (138)	-3
\$15,000 and Over	23.7% (122)	-4
Refuse to answer	9.5% (49)	-5

THANK YOU VERY MUCH

Comments on Question 4. WHY DO YOU PREFER TO WATCH EARLY EVENING
NEWS ON KCPX CHANNEL 4?

My favorite TV programs are on Channel 4, so I watch news on 4 also
 Like programs before and after news on 4
 Like the news program better on 4
 Like how it's put over
 Earliest
 Like the way they present it
 More detailed
 Like the commentators
 Network news -- like the news and the time schedule between the local
 and network news
 Better reception
 Like the national commentators
 Habit
 Quality of reporting, sequence of world, national, and local news
 The format is better than average
 They try hard to get to the "nitty gritty" of the news
 Like Truth or Consequences
 They make it sound better than other channels
 Good coverage
 Like the weatherman
 Gives best local news coverage
 Like different opinions offered by commentators
 Personalities good
 Good sports
 Presentation better than other channels
 Format good
 More action pictures
 Announcers better
 Just like it
 Like the News
 Favorite channel for news
 More complete
 Like entire program of news
 Most broadly based news
 Convenient time for working people
 Like Art Kent
 Like Allan Moll
 It's shorter
 Most honest, concise, and non-partisan
 More professional
 More personal
 Not depressing
 Like Howard K. Smith and Harry Reasoner's comments on National news
 Like weather and sports
 Comes on before dinner - good time
 More local news
 A lot more in depth news
 More interesting
 Like Bill Brown
 Good credibility
 Give different viewpoint

Comments on Question 5. ARE THERE ANY REASONS WHY YOU DON'T USUALLY
WATCH KCPX CHANNEL 4?

Too many commercial breaks
Watch sometimes
Just habit to watch other channels
Too early
Not good news
Just like another channel better
Newscasters turn him off
Because of their sports on Monday nights
Doesn't give a good report
Mediocre
Poor reception
It's on while I'm cooking dinner--bad time
Don't like personalities as well
Prefer Cronkite for national news
They don't come close to the other two channels
Don't like Truth or Consequences
Don't like personalities
Never appealed to me
Like personalities on other channels better
Bad Weather
Really not that good
Dud personalities
Like to watch late news on 4. Change from early news
The children have another channel on usually
Not familiar with personalities
Not as interesting
Just not appealing
Watch news on 4 in mornings
Allan Moll is too old. Not quite as impressive. Makes more mistakes
Just like programs on other channels that come before and after news
Format is mixed-up
Don't like female reporter
Too serious
Don't do anything helpful; poor format
Not organized, especially weather
Prefer NBC national news - and it's on during Channel 4's local news
Not complete weather and sports
Don't like Moll, or weatherman, or sportsman

Comments on Question 6 and 7

WHY DID YOU DECIDE TO SWITCH TO KCPX CHANNEL 4?

Better quality
Better time
Just for a change from the early or late news
5 is often biased
Like national news on 4, less bias
Like format on 4
Better reception
Channel 4 has improved in the past year

WHY DID YOU DECIDE TO SWITCH FROM KCPX CHANNEL 4 TO ANOTHER CHANNEL?

Better quality on 5
Too early
Work schedule changed--now watches 10:00 news
To watch Johnnie Carson
Early news better on 4--better coverage of what's happened during the day
so switched to another channel on late news
Like national news at 6:00 on Channel 5
Time factor
Changing people all the time

Comments on Question 10. WHY DO YOU PREFER TO WATCH LATE EVENING NEWS
ON KCPX CHANNEL 4?

Good time
Commentators good
Better coverage
Good guys
Like to watch Mod Squad at 10:00
Watch early news on another channel--watch 4 late news to get different
viewpoint
Like Channel 4 best
Like the news program of 4
Like Allan Moll--good newscaster
Like Blackwell, but he talks too fast sometimes
Usually up late anyway
All channels about the same
Don't like Dave Blackwell, but like Allan Moll and Mod Squad
Habit
Like 4's night broadcasting
4 has better line up of shows in evening
Like shows before and after Channel 4 late news
We always watch Channel 4
Like the weather and newscasters
Habit and newscasters
Complete news coverage
I like the newscasters especially Dave Blackwell
Other stations don't have much national news
Most familiar with Channel 4's format
They give a variety of news - not just repeat of their earlier news
Weather report is much better
Like their specials
Gives more local coverage
Best news
Nothing else better is on TV at 11:00
More convenient time
Good sports
Best news on Channel 4
Like nature pictures on Channel 4
Best reception
On after the movies
Watch Channel 4 because parents do
Accurate news
Comprehensive news
Good news--not as many commentaries
Kids are in bed when Channel 4 news comes on
Shows a lot more news
Just like the channel
Deeper news
Full coverage of late news events
Know what their talking about
Like their weatherman--follows a good program
More detailed coverage
Channel 4 news has improved in the past year

Comments on Question 11. ARE THERE ANY REASONS WHY YOU DON'T USUALLY
WATCH THE LATE EVENING NEWS ON KCPX CHANNEL 4?

Too late in the evening
Like Johnny Carson better
Don't give good news reports
Rather watch Bob Welte
Not my favorite channel
Prefer another channel
Habit of watching another channel
Weather not good
Change personalities too often
Don't like the news as well
Not as good overall quality
Turns me off
Like to watch movies on other channels during that time
Most programs I watch are on another channel
Don't like personalities as well
Don't like newscasters
News not as good
Indifferent
Prefers Paul James for sports
Don't like news reporters
Allan Moll is lousy
Don't like Mod Squad
Don't like news coverage
Not professional
Watch Channel 4 for early news only
Don't like Allan Moll or Allan Eustis
Don't like Dave Blackwell
Stopped watching Channel 4 when Perry Mason went off the air
Too detailed in news coverage
Blah newscasters--but good news
Sometimes watch it
Not complete weather and sports
Children's programs on Channel 2
Poor reception
Not familiar with the people
No movies after the late news
Late news lasts too long
Allan Moll is opinionated

Comments on Question 15 relating to ART KENT.

Like the way he talks
Good personality
Like to listen to him
Don't like his style
Very complete, professional
Likable personality
Like voice, manner
Good commentaries
Good delivery
Voice bothers me
Good, interesting and concerned
Program well planned
Too straight
Good presentation
Authoritative
Knows what he's talking about
Intelligent
Knows his job
Good public speaker
Good way of expression
Authority and warmth
Very good personality on politics
Don't care much for him
Observant
Straight forward
Tells it how it is--doesn't get side-tracked
Good reporter
Prepared
Presents news in interesting manner
Good man
Good diction and presentation
Precise
Seems experienced
Projects well
Fine, good in job
Fly by night from station to station
Good in his field
Looks up alot--good
Doesn't stutter or say "uh"
Thorough
Very proficient
Some are better
Good personality
Has dignity
Enjoy listening to him
Professional
Serious minded--good
Says it how it is
Doesn't impress me
Don't care for his personality
Very good attitude and comments
Projects too much
Keeps it moving

Way he speaks is poor
Good understanding
Handles himself well
Good descriptions
Has charisma
Arrogant--don't like his style
Too superior
Personal prejudice--poor
Deep pleasant voice
Gives in depth meaning to news
Doesn't project good personality
Gets around
Dull
Special interest, detail
Un-biased
Low credibility
Concise, honest
Lot of spunk--good
Combs his hair funny
Good sense of humor
Gets involved in the action
Digs up a lot of fresh stories
Intelligent
Experienced
Easy to understand
Easy to read lips (for deaf person)
OK on radio, mouth bugs me
Doesn't dodge controversy, no gimmicks
Sense of importance of news, active
in investigative journalism
Good Looking
Like his opinions
Handsome
Well-educated
Skilled
Gives ALL the news
Has good background
Sincere
More natural
Pleasant
Not factual enough
Too professional
His demeanor is unpleasant
Mumbles--should move his mouth more
Thorough
Manner, performance, control good
Good pictures, complete coverage
Good documentaries
Truthful

Comments on Question 15 relating to ALLAN MOLL.

Opinionated--I like that
News sketchy but does all right
I can understand him
He serves the purpose
Sometimes negative remarks
Authoritative--a regular guy
Blah
Talks really good
Older--good
Favorite--adds incidentals
Professional
Poor personality
Good personality
Adds humor
Jovial
Personality turns him off
Pleasing voice
Monotone voice
Prefer others
Not dynamic
Only one I watch--favorite
Like the way he talks
Bugs me
Holds interest
Enunciation not as good
Too weird
Articulate
Good format
Very fine, the best, a big shot
Too formal
Very good--just gives news and
doesn't joke
Poor speaker--monotone
Crooked mouth
Interested in news
Uses his own words--favorite
Bad voice, lisps
Gives in depth meaning to news
Neat in appearance
Not effective
Not much personality
Snob
Fair in his views
Like the way he speaks
Too blunt
Too unprofessional
Only fair in delivery
Doesn't change expression
Good but doesn't seem enthused
Favorite style
Too pessimistic and dramatic
Knows material
Good presentation and sidelights
Good in giving news

Like Channel 4--so I like him
Warmth and authority
Not as relaxed
Good commentator
Don't like personality
Unpolished
Bores me
Favorite--not over my head
Nice Guy
Like his opinions and way he states things
Pleasant
Good observations
Specific
Talks clearly
Educated man
Watch him often--good
Concise, goes into detail
Kind of dull
Competent
Doesn't organize
Funny--favorite
Monotone voice
Have grown attached to him
Biased, inaccurate
Good presentation
Unimpressive, but good
Not smooth
Doesn't go over well
Tries too hard
Don't like his editorializing
Experienced--knows what he's doing
Very detailed, I like that
Clear thinker
Thorough
Sincere
Too sarcastic
Friendly
Speech problem
Don't like his methods
Excellent humor
Not dynamic
Needs enthusiasm
Liked him on radio
Not scared to comment
Depressing
Good credibility
Serious--that's good
Liked him for years
Forced humor
Not appealing
Needs experience

Comments on Question 15 relating to DAVE BLACKWELL.

Gives facts	Explains well
Newer, not used to him	Bad pronunciation
Interesting	Knows what he's talking about but
Not my favorite	doesn't research enough
At ease	Knows the sports
Knowledgeable	Presents sports well
Doesn't know this area too well	Makes it clear
Good knowledge	
Cruises right along--favorite	
At a rough stage	
Covers well	
Sounds like he's excited about sports	
Says alot in a short time--good	
Favorite--good delivery	
Enthusiastic	
Gives a lot of sports--variety	
Don't agree with him	
Poor attitude	
Not that interesting	
Like his special program	
Talks too fast	
Knows sports	
Good coverage	
Concise and brief	
Rambles and talks too fast	
He's coming along	
No background in sports	
Too new	
Knows about different sports	
Cares about public	
A little too drab	
Clear	
Gets alot in	
Easy to read lips (for deaf person)	
Not as knowledgeable as James and Marcroft	
Needs more experience	
Good coverage	
Personality good	
Not in depth	
Not too sharp	
Goes too fast	
Poor methods	
Good manner	
Doesn't come across	
Pushes for truth	
Comes across well	
Super!!	
Tells it like it is	
Not exciting	
Good depth	
Looks the part	
Good coverage	
Improving	

Comments on Question 15 relating to ALLAN EUSTIS

Needs more experience
Not a good reporter
Tries too hard
Unpolished
Jumps around too much
Not professional
Young guy--good
Has potential
Too green
Forecasts are too long
Doesn't understand what he's saying
Likes his method but his newness makes him nervous
Hesitant, wishy-washy
Uncomfortable, nervous
Laughs at his own jokes
Too feminine
Too new, but very good
Useless
Doesn't present weather well
Stutters, nervous
Good personality
Good training
Knows what he's doing
Needs time
Learning
Had trouble at first--not at ease
Does good job
Good personality
Knowledgeable about weather but inexperienced
Ridiculous
Silly
Puts a personal note on the weather--good
Doesn't explain well
Drives me up a tree
Talks through nose
Don't like his giggle
Confused, nervous
Poor personality
Good job
Good potential
Not fluent enough
Don't like method
Will be good
Too jerky
Uncertain
Explains well
Needs better style
Excellent job

Comments on Question 16. IN THE EVENT OF SOME IMPORTANT NEWS STORY,
WHICH TELEVISION CHANNEL WOULD YOU NORMALLY
TURN TO FIRST? WHY IS THAT
(Comments relating to KCPX Channel 4 only)

They seem to always be there first
More "homey and casual"
Good reception
Spur of the moment
Favorite channel
Good shows and good news
Good variety
Most unbiased station
Good newscasters and like their viewpoint
Listen to station regularly
Habit
Best coverage
TV always on Channel 4
Less bias, more reporting
Because its on at 5:00 p.m.
Do good job of covering events
The most shows that we watch are on Channel 4
Brief and to the point
They have the early edition of the news
Better pictures
Watch news regularly on 4
Better than other channels
Like analysis
Most complete
Like ABC national news and the commentators (Reasoner and Smith)
Good atmosphere
Excellent coverage--accurate
Used to it, trust it
Most familiar with 4
Don't like Cronkite
Instant commentary with ABC
Factual reporting
Good bulletins
Quick to get headline news
Good on-the-scene-reports
Good color
Tops in the news
They explain more clearly
Fussy and precise coverage
Report just as it is without personal views
Good bulletins throughout the day
Like their specials
Give good sidelights

Comments on Question 16. WHAT WOULD YOU TURN TO NEXT IF, FOR SOME REASON
YOU WERE NOT ABLE TO WATCH THE NEWS REPORT
ON (First Preference)? WHY IS THAT?
(Comments relating to KCPX Channel 4 only)

Next best
Next to Channel 5 on the dial
Because of network commentators
Good reception
Habit
Allan Moll second favorite
Shows after and before
Allan Moll is more serious
Personalities and delivery better
Next favorite
Like Allan Moll
Second best national network
Like announcers
Like that station
Allan Moll better than Dick Nourse
Good local coverage
Comes later
ABC news better
Next best coverage
Used to it
First with special reports
Seems on the ball
Like newscasters
Like orientation and presentation
Good local and international news
Like to change, get different viewpoint
Good state and community coverage
Generally pretty good for the news
Almost equal to 5, better than Channel 2
Short but good
Present it faster
TV normally on 4 for soap operas
Fair coverage
Accurate reporting
Good programming